















# The Advertiser's Weekly

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THE ORGAN OF BRITISH ADVERTISING



## The Secrets of Successful Advertising

□ □ □

1. PUNCH in your Advertisements
2. Your Advertisements in "PUNCH"

□ □ □

*Bookings for 1927 are now being arranged*

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, Fleet Street, London  
E.C.4





**Sell British Goods  
Buy British Goods**

## **Manufacturers—**

¶ The British Industries Fair is being held in 1927 at the general request of all those who exhibited at the 1926 Fair. We can give no stronger proof of its value to other manufacturers.

¶ The British Government is sending personal invitations to 50,000 important Dominion, Colonial and Foreign Buyers to visit the Fair.

¶ The amount of floor space available for Exhibitors at the White City and Castle Bromwich is limited. Early application is therefore advisable. Don't delay—send your application *now*.

¶ The price of Stand Space for Exhibitors at the 1927 Fair is extremely low. For example, a space 10 ft. by 8 ft. in the London Section costs only £25, and includes erection of a complete stand, fitted with counters, shelves and electric lighting.

# **Book *your* space *now* in the 1927 BRITISH INDUSTRIES FAIR**

**February 21<sup>ST</sup> to March 4<sup>TH</sup> 1927  
WHITE CITY & CASTLE BROMWICH  
LONDON & BIRMINGHAM**

**The World's greatest  
NATIONAL  
TRADE EXHIBITION**

*For full particulars write to*  
**THE DEPARTMENT OF OVERSEAS TRADE,  
35, OLD QUEEN STREET, LONDON, S.W.1,  
or to the  
SECRETARY, CHAMBER OF COMMERCE,  
BIRMINGHAM.**

C.F.H. L.

**ADVERTISING AGENTS**  
**booking space in the Fair for their clients**  
**will receive the usual Agents' Commission.**



**TELL MORE**

Everything we do "tells."

IMPERIAL  
ADVERTISING AGENCY  
(F. J. McGloin, Controller).  
Walter House, Bedford Street,  
Strand, London, W.C.2.  
'Phone: Gerrard 9227.

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Vol. 51

FRIDAY, JULY 2, 1926

No. 682

## The Week in Advertising

### A Word to British Salesmen—And another to Manufacturers— Education in Advertising

#### Practical Ideas

SOME sound suggestions to British manufacturers and merchants were reiterated with authority by Mr. A. M. Samuel, M.P., the Parliamentary Secretary to the Department of Overseas Trade, last week. He emphasised the importance of salesmanship, not as a theorist, but as one who had had to earn his living in trade, principally as a salesman. He emphasised the often-forgotten fact that if the American salesman had a domestic market of 100,000,000 people the British salesman had an Empire market of considerably more than that number. Most significant of all, he dwelt on the importance of simplification. There were many firms, he said, making the same goods as their neighbours, in such varieties that each of the firms was perpetually changing from one pattern to another in order to get ahead of his rivals instead of concentrating on few patterns or articles and so keeping down the larger overhead charges which arise out of readjusting factory work to meet change of pattern. His plea was for team work between firms, particularly in closely related trades, which could band themselves together for the purpose of attacking an export market on the spot.

#### Co-operation

THIS is an idea at which many people will sniff. It is contrary to the traditional way of doing business. It is an idea, however, which the advertising profession has done much to spread. The many co-operative advertising campaigns which have been carried out in this country in recent years have gone a long way to show that rivalry in a trade need not mean cut-throat competition, and that the lonely furrow is not so productive as a

co-operatively-tilled field. Mr. Samuel, in putting forward his plea, pointed out that the co-operation in the export market need not be between firms making the same goods. They should be closely related and together could provide a selling instrument for the group such as individual firms in the group could not afford to provide for themselves. Co-operation and concentration will,

as appears certain, ultimately be the way out of the difficulties in the coal trade, and the example set there will speedily be followed by other trades.

#### The Younger Generation

EDUCATION in the technique of advertising has developed in many directions in the last few years. It is now one of the accepted commercial subjects in most of the rate-supported educational institutions of the country, though there are still notable gaps. Private institutions of many kinds have also taken the subject into their curriculum. Examples of the useful work that is being done in both directions have been publicly shown in the last week. In the one case we have the poster designing work of the students of the L.C.C. Arts and Crafts School; in the other, we have the typography and lay-out work of the students of the London School of Printing. The younger generation has the luck to be able to draw on the practical experience of men and women who have worked through the past twenty years on the evolution of advertising technique as we know it to-day, and much of the hard experience in digging first principles out of the rock has been done for them. Then again they have, in the Publicity Clubs, what we may fairly call colleges in an advertising university where they may continue their education side by side with the daily garnering of practical experience.

The value of the Club movement developed on its present lines cannot be overestimated. Its influence on the technique and the conduct of advertising in the coming years must be considerable and beneficial.

#### THIS WEEK'S PAPER

Successful Small Space Advertising  
for the Retailer

*Practical Ideas on Copy and Lay-out*

American "Save the Surface"  
Campaign—by Jack Bride

*Detailed Study of a Big Co-operative  
Scheme*

Finding the Sensitive Point in  
Revenue—by W. M. Teasdale

*Analysing the receipts to determine the  
proportion of Advertising Expenditure*

What Makes the Folder Pull?—by  
Max Rittenberg

Full Reports of Advertising Sport

And all Regular Features

*Ad. News in Brief*

*Publication Notes and News*

*Good Ideas for Advertisers*

*Club Notes and News*

*Advertiser's Gazette*

*Current Advertising*

*We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.



# Successful Advertising in Small Spaces for the Retailer

## How to Establish Contact with the Consumer—Dominant Points—The Use of the Window

**D**URING the last few years I have prepared advertising copy for some five hundred retailers and have made a survey of the use made of the local Press by retailers in something like two hundred areas.

The conclusion I have come to as a result of this experience is that local competition in the Press is curiously small and that the field offers considerable prospect for those who choose to go out for new custom. And this, not with the use of large and relatively costly spaces, but for those to whom a space of, say, two-inch double column measure is the practical proposition.

The primary secret of success in this kind of advertising I have demonstrated to be emphasis on the "point of contact" with the reader's needs. That is the quickest route to immediate and traceable results.

In effect the "point of contact" is a brief phrase, not exceeding three or four words, boldly displayed, that aptly expresses one or other of the ideas associated in the mind of the reader with the article advertised.

That phrase may describe the use of the article, or a particular use of the article; it may describe the quality or a special attractive quality of the article, such as hard wear; it may express an emotion or a want to be gratified by the article; or it may express the service which the article will render to the purchaser.

The phrase should be set in bold type, and it then needs only a message of thirty to forty words in a smaller type to drive home the details of the article, the value of the service offered, on the saving to be effected by purchase.

A leading trader was using six-inch double-column spaces in a Yorkshire daily to advertise kettles. A small trader in the same area selling the same goods could only use two-inch doubles. The larger space user illustrated his wares with line blocks and gave much reading matter about them. The advertisement used by the small trader was this:

**QUICK  
HOT  
WATER**

**M**ANUFACTURING science has recently found the exact importance of width of kettle base to depth, the position of spout, the shape of top, length and curve of spout. Those who seek **QUICK HOT WATER** should see these latest kettles. From xs. yd. and wear like the old-fashioned.

81, Crossturn Street.

**JONES & JONES.**

The advertisement pulled splendidly and the small trader scored.

The reason behind the advertisement is that "Quick Hot Water" is the dominant issue 95 times out of a hundred with a kettle. It is one of the leading points always in a user's mind. The opening phrase therefore touches both on desire and convenience, while the later phrase about wearing as well as the old-fashioned goods infers economy in use.

Another example touches on causes of annoyance:

**DON'T BLAME  
COOK OR  
TRADER**

**W**HAT is it that never corrupts food flavours, never discolours vegetables, never requires relining? Always cooks purest, always lasts longer, always cleans quickest? *Aluminium.*

Stew pans, fish kettles, frying-pans, saucepans, poachers, etc. And **ALWAYS CHEAPEST.**

31, The Parade.

It may be considered as a general rule, for the small trader at any rate, that it is bad policy to advertise a number of articles in one space. There is a great deal of money wasted every week on general trade advertisements, which try to cover the whole range of the business in a space which cannot possibly tell the story.

Each two-inch double-column space should tell one story, sell one line of goods. No one is going to be specially attracted to a shop which advertises merely that it deals in hardware and gives its telephone number and address. The advertisement should give some *news* about what is happening in the shop, what special object the reader may serve by purchasing at the shop. No retailer should have any difficulty in keeping his customers informed of *news* about his stock. The goods that are in demand at any particular season are "news," but

Phone : xxxx Leeds.

better still, the advertiser should draw attention to these goods just a week or two before the normal demand sets in. Start people thinking about the things they are going to want, and they will associate your shop with the goods.

The examples given in this article contain the telephone number and the full address of the firm.

Both those items must appear in every advertisement. They are vital.

But it is remarkable how many local advertisers omit their telephone number. It should always be in, and

Phone : xxxx Longfield.

always at the top where the eye catches it.

Another important point is to see that the goods that figure in the advertisement are also specially displayed in the window. This is not to say that the whole window need be given up to them, but they should be the most prominent feature in the window during the currency of the advertisement and for a few days afterwards. A direct consequence both of the advertisement and the display is that all the shop assistants should be fully informed about the goods to which attention has been directed. Many otherwise astute retailers overlook this point, with the result that a potential customer comes in to inquire about them and has his time wasted while the assistant scouts round to get some information about them. Sales are often lost that way—which means that the power generated by the advertising has been wasted.

Keep a little note-book handy and give ten minutes a day to steady thinking about words which will do what you want—tell about the goods and sell the goods. On the left-hand page of the book have the name of the article. On the right-hand side jot down possible phrases, possible descriptions, points of interest. They will not come at once. The mind must be drilled to do the work. But ten minutes a day will develop in any normal brain a selective power for words that will lead to the evolution of striking selling points. T.O.H.



# "Save the surface and you save all" — Paint & Varnish

REG. U.S. PAT. OFF.

## Detailed Study of an American Co-operative Advertising Campaign

By JACK BRIDE

**A**LL who follow the effective use made by groups of manufacturers in order to improve the position of the industry generally—and in consequence, the possibilities of each member of the group—will point to the propaganda known as the American "Save the Surface" campaign as one of the most interesting examples of the kind.

Mr. Ernest T. Trigg, the President of John Lucas and Company, was responsible for the presentation of the

as in many other essential matters, so many claims are made on revenue that it is not in any way needless to remind them of the fact.

That judgment proved to be absolutely right. While I have not been able to ascertain the results of the first two years of the advertising, we find the subsequent effects by taking the Department of Commerce figures of the total turnover in paints and varnishes in 1921 as basis.

There was an increase of 37.4 per cent. in 1922, of 63.6 per cent. in 1923, and 73.9 per cent. in 1924. It is too early to give full 1925 figures, but the six first months were practically equal to the total turnover of 1921. A hundred per cent. increase for the whole year can therefore be expected.

If ever a campaign was built round a slogan, the "Save the Surface" was it. The utmost prominence was always given to the statement, while ships, pillars of a veranda porch, metal surfaces or floors, were simply illustrating the intention, interpreting it, explaining it, getting the reader in a frame of mind when he would say "What about *my* house, or *my* shop, or *my* factory?"

As a rule very little copy is used, but of the most direct order.

A statement to the makers of products "surfaced to endure"—telephone receivers, typewriters, chairs, motors, etc.—is well worth stating in full, as typical of the copy used.

"Will it last?" This should be the final question of the maker, the first question of the buyer, of a useful product. Longer life of any article gives added value to the material and labour put into it—and human energy is no more to be wasted than wood or iron. Ingenious manufacture is not to be exalted above dependable manufacture. Our industrial reputation depends on holding these aims together. Products that are surfaced to endure—as by the use of paint and varnish—bring daily satisfaction to their users—daily praise to their makers."

Here is one going to the individual on the "Influence of Paint and Varnish."

Gloomy surroundings breed gloomy minds; unsanitary surroundings endanger health; neglected surroundings destroy self-respect. They depress body and mind and the value of property.

Paint and varnish fight darkness and dirt and deterioration. They help the home-maker. From their systematic use come the large rewards of preservation and beauty—a home that's more cheerful, healthier, and easier to keep clean. "Wherever people live it is true that when you 'save the surface' you save all."

All these are illustrated most forcefully by T. Benrim or Will Graven.

The national media used were the *Saturday Evening Post*, *American Magazine*, and the *Farm Journal*.

In addition to this a *Save the Surface*



The front page of the "Save the Surface Magazine"

plan and for presenting it to the manufacturers concerned as far back as 1916. The war made it, however, impossible to put the suggestions in practice, and it was only in 1919 that a first appropriation was got together to fight the battle of the paint industry, under the slogan "Save the Surface and you Save All," signed by "Paint and Varnish."

The campaign was originated—to use an American expression—to make the American public "paint conscious." No property owner, factory manager, or anyone responsible for the upkeep of buildings, is ignorant of the fact that timely painting is essential to prevent rot and decay. But in this,



The distinctive design used across each advertisement

*Magazine* was published, and each advertisement mentioned the line "Ask your dealer or painter for a copy of the *Save the Surface Magazine*."

This collective house-organ of the paint and varnish industry, beautifully illustrated, covers every phase of surface saving, interesting facts on the history of paint, on raw materials, articles on interior decoration, on the painting needs of all kinds of property. This magazine was the chief follow-up, ready to hold convincingly anyone sufficiently interested in the subject to ask for a copy.

Good-will calendars, for which Coles Phillip had created a new series of "girls," and reprints of advertisements



were distributed for windows and counter use, even fans and banners were used to press the story home.

A film was originated—"The Romance of Paint and Varnish"—and shown throughout the States. It dealt with paint from the times when the Egyptians decorated their tombs and temples with what pigments came to hand locally; it developed the history of the paint and varnish industry down to to-day, with the four quarters of the earth searched for raw materials, with modern science seeking new materials, new methods.

Each raw material is taken up in turn—lead, zinc, linseed oil, turpentine, pigments, to mention only a few—and manufacturing processes are traced from source to packing and shipping. The end of the picture shows the modern paint store and its service. It is a splendid picture. There is hardly a man in the paint and varnish industry who will not find information and inspiration in it. It is a revelation of how important, how widespread, how interesting, how romantic, in all truth, his industry really is.

#### Raising the Money

The investment plan is well worth studying.

The necessary appropriation is obtained by voluntary contributions, agreed upon by different associations of manufacturers and traders interested.

It is once again clear how a very small contribution can bring forth a sufficient amount to build a real impressive campaign, able to show the very satisfactory results already mentioned.

The basis of contribution was:

(A) *Paint and Varnish Manufacturers; lead, zinc, and raw material producers; colour manufacturers; can manufacturers; spray and mechanical paint machine manufacturers; brush manufacturers.*

The choice of two bases:

(1) One-eighth per cent. of their total home sales (within the United States) for a period of five years; the previous year to be taken as a calculating basis.

(2) The manufacturer to indicate to what group he belongs, and to pay accordingly.

Group	Years turnover in the U.S.A.	Yearly contribution.
1	Over \$15,000,000 .. ..	\$15,000 plus 10% on sales over 20 million.
2	between \$10,000,000 & \$15,000,000	\$15,000
3	" \$7,500,000 & \$10,000,000	\$10,000
4	" \$5,000,000 & \$7,500,000	\$7,500
5	" \$2,500,000 & \$5,000,000	\$5,000
6	" \$1,000,000 & \$2,500,000	\$2,500
7	" \$500,000 & \$1,000,000	\$1,000
8	" \$250,000 & \$500,000	\$500
9	turnover under \$250,000	\$250

(B) *Marine Stores Producers and Linseed Oil Crushers:*

One-twentieth of one per cent. on home sales turnover.

(C) *Wholesale Distributors, Brokers, Manufacturers' Agents and Importers:*

\$0.25 per \$1,000 turnover on goods from manufacturers mentioned under

"A," with a minimum of \$25 per annum for 5 years.

#### (D) Salesmen:

To become members of the "National Association of the Save the Surface Campaign." Subscription \$1 per annum (voluntary).

#### (E) Master Painters:

Minimum contribution of \$1 per annum. Larger amounts welcomed.

#### (F) Dealers:

Turnover below \$2,500 .. \$5

From \$2,500 to \$5,000 .. \$10

From \$5,000 to \$7,000 .. \$15

From \$7,500 to \$10,000 .. \$20

Turnover of \$10,000 and over \$25

But outside the national campaign a number of local committees were set up and conducted most efficient local appeals. The national committee gave it not only its expert advice, but transferred all amounts paid under "E" and "F" for the district to the funds of the local advertising.

The goal aimed at by the 1921-26 period was *double the industry*. The latest figures as quoted earlier show that this is now certain to be attained.

Already the "Save the Surface Association" executives are focussing

the attention of their members on a renewal of the effort in order to "*triple the industry by 1931*." No great revolution in the actual material used in the advertising is contemplated. Copy, media, slogan, house-organ, films, etc., have been tested and found thoroughly satisfactory.

Mr. Archer M. East, business manager of the "Save the Surface Association," in his last report on the first five years' effort, attributed the success of the campaign to four main factors:

First, the unselfish leadership of all the members of the executive committee.

Secondly, the enlightened management which was able to co-ordinate all the interests, although some were of very varied tendencies.

Thirdly, the help of numerous local committees acting as so many relay stations, which have distributed and utilised the power generated by the "Save the Surface" campaign, and

Lastly, finances which have been forthcoming readily, as all interested realised that they were not spending money, but, indeed, investing it.

## "Murder Most Foul"

### Two Advertisements that Call for Comment

EXAMPLES of the really bad in advertising are rarely come by in these days. And yet within an hour a couple of magnificent specimens came to our notice this week. Of the two the British is the more infantile, but the American is easily the more objectionable.

The British example appeared in a trade paper. The poverty of the drawing does not appear to be deliberate. Why an individual described in one line as "Jim" should become "Horace" on the next line cannot be explained, except as sheer carelessness. The only other text in the advertisement was the brand name of the product and the name of the firm, and there was absolutely nothing in the whole page to indicate whether it was an emery paper, a poultry food or a bicycle pump that those who had paid for the page were seeking to sell.

The American advertisement was at least specific, but was the Anglo-Saxon speech ever so foully murdered in the name of efficient salesmanship? "We grabbitquikkernlitenin," "There'salotterstuff," "if yer wantem," "you can havany uvem"—the gorge rises at the beastliness of it. The one saving touch

of humour about the thing is that it appeared in a newspaper published in



The British example

Boston, that hub of the cultured universe, that home of perfect literature and refined taste.

Taint Necessary to say a Word bout it. Evvrybody knows there's No Better stock uv MEN'S FURNISHINGS in Boston.

Corse you know there's STOCKS and STOCKS—We've turnbendown continuously cos they're OLD and DIRTY and an INSULT to the INTELLIGENT PUBLIC to Offer Them—BUT When a STOCK like GEORGE E. WHITE'S comes along—no GRABBITQUIKKERNLITENIN!

THERE'SALOTTERSTUFF

*Bout 1200 very fine Silk Shirts*

An We were told the Original Prices were from \$7.50 to \$14.00, but Mrs. White had Marked Samovens Down cos she was gone outter bizness.

Now you can haveany uvem for \$5.00 but you can't have more'n 2—so DEALERSPEDDLERS&HOGS keep out

Then therearelotter NECKTIES marked \$1.65 you kin have for 85c, aint so pertikler bout them as the Shirts so you kin have a half dozen if yer wantem. An There's Evvrythin a Man Wears SAMEWAY—SHIRTS—KNITTED NECKTIES—SILK TIES—SOFT & STIFF COLLARS (Arrow&ide)—HOSIERY—(LotSilk Sox)—ATHLETIC UNION SUITS (Naisook & Broadcloth) ATHLETIC SHIRTS & DRAWERS—A FEW BELTS—PAJAMAS—But Wol's the Use—You Fellers Kno all bout it

The American example



# Finding the Sensitive Proportion of Revenue

Analysis of Receipts from All Departments as a Guide to the Advertising Manager—Ratio of Publicity Costs

By W. M. Teasdale, Advertising Manager, L.N.E.R.\*

**W**HEN money is plentiful, advertising is not a difficult business; few questions have to be answered concerning possible waste. When there is no money, every possible item of waste has to be eliminated, and I can assure you that during the last two years the British railways have been eliminating waste to a greater extent than they have been increasing traffic; this through no fault of their own, but merely on account of trade depression—and it is of interest that they have all been increasing their advertising expenditure.

## The Percentage Problem

We are told in England that we ought to splash our advertising about with the same courage that you do in America. Perhaps we should. I wish we did, but I do not think that this kind of talk leads anywhere; what we want to know is the least amount that it is necessary to spend in order to build up our businesses successfully. At the Wembley Conference I believe that it was generally stated that something in the vicinity of 1 per cent. of the gross receipts of a business should be spent on advertising. I suppose that the London and North Eastern Railway not only persistently advertises to a greater extent than any other railway in Great Britain, but we are also one of the greatest advertisers in the country, and yet I do not spend anything like 1 per cent. of our gross receipts, and would not do so even if I were allowed.

I venture to suggest that railway companies should spend money on advertising only according to the needs of each particular branch of their undertaking: they should be most careful to see that as public utility bodies they are giving the right lead.

On this basis, we must first ascertain what proportion of the revenue is sensitive to advertising.

My own company carry over one million passengers every day, and 150,000,000 tons of freight per annum. How many of these passengers can be made economically sensitive to advertising? How many of the millions who do not travel by the London and North Eastern Railway can be made to travel, and how many use our lines because of the advertisements?

In the same way, how many shippers of freight can be induced by advertisements to increase their forwardings? What percentage of them are capable of increasing their forwardings? Are their conditions of trade within what might be called the advertising field?

To take my own company, I find that of the £64,000,000 receipts, £33,000,000 are on account of freight traffic, and of this amount £13,000,000 are for the carriage of coal. Up to the present

Analysing different departments of a great public utility service in relation to advertising, Mr. Teasdale shows—

- (1) That expenditure is much less than 1% of gross receipts.
- (2) That a large proportion of revenue is insensitive to advertising.
- (3) That some departments require a much higher percentage of expenditure to revenue to produce results.

How far do these conclusions apply to your business?

time coal can only be carried by rail, and up to a short time ago, the only means of sending freight traffic from place to place was by rail, but in recent years the amount which has been transferred by road transport has become considerable; therefore there is a portion of the £20,000,000 gross receipts from freight traffic which should be sensitive to advertising. Even so far with the argument, I think it would be quite wrong to arrive at the amount of money to be spent on advertising from the gross receipts of the company, for we have already shown that £13,000,000 are not affected by advertising in any way.

Passenger traffic, of course, is much more sensitive to advertising than any other, but even here there are large traffics which no amount of advertising would increase. For instance, the receipts from workmen's tickets are about £800,000 per annum. These receipts merely vary with the trade conditions of the day. It is the same with contract tickets, or what you call commuter's tickets. These receipts do not depend so much upon the advertising of the tickets as upon the condition of the train service to residential districts. At the same time there have grown up rival means of transport between the suburbs of the towns which are taking traffic away from the railways, therefore before any advertising campaign is undertaken a most careful analysis of the actual receipts involved must be obtained.

I want to emphasise the importance of conducting all advertising schemes strictly in relation to the traffics involved. This renders it necessary that the railway traffic officer should supply analysed figures to the advertising department before any publicity is undertaken. So far as my own company is concerned, I refuse to place any advertisements until I know everything pertaining to the financial side of the particular traffics affected. One of the results of this is that I find occasions when I have to

refuse to sanction any advertising expenditure for some particular service or facility, because I consider the proposition is not marketable. At first the railway official was astonished to find an advertising man who declined to advertise. He now, I hope, realises that advertising is conducted on just as scientific principles as the running of his trains.

I have so far only spoken of the general principles upon which I work, but I think those interested particularly in the railroad business may care to have some detailed examples.

To begin with, I keep an analysis of my expenditure under 43 heads, some of which are sub-divided under letters, for instance, No. 1 is expenditure in connection with newspapers and periodicals. No. 10 is time-tables, which is divided into the letters a to j; covering such points as:—

- Time Table Books.
- Time sheets and Arrival and Departure sheets and cards.
- Alterations and Additions pamphlets, posters and handbills.
- Distribution.
- Billposting.
- Advertisement Boards, etc.

## Specific Ratios

I will now quote you some examples of specific traffics, to show how the ratio of advertising costs against receipts must vary according to circumstances.

The ordinary train services depend primarily for publicity upon the official time-table books and time-table sheets periodically issued; thus you can easily understand that where we introduce special trains at cheap fares (generally described as excursions), public knowledge of these can only be gained through the issue of special bills and advertisements in the Press, which naturally cost a good deal of money. Whereas, therefore, my passenger train advertising costs as a whole work out to just over 1 per cent. of the receipts, those relating to excursion traffic are much higher, ranging from 2½ per cent. up to over 8 per cent. according to their special nature.

Our principal passenger train service is that between King's Cross, London, and Scotland by the East Coast route—the track of the Flying Scotsman. Taking the receipts for the five summer months between London and twelve of the principal Scottish cities, my advertising expenditure works out to about 8 per cent. of those receipts.

The total advertising expenditure on the Harwich services (Harwich-Hook of Holland, Harwich-Antwerp and Harwich-Zeebrugge) represents 3·4 per cent. of the receipts. On the Hook route the advertising expenditure is 2 per cent. of the receipts for that particular service, that of the Antwerp service is 5 per cent., whilst on the Zeebrugge service the figure is over 10 per cent.

\* In an address to the Public Utilities Advertising Association at the Philadelphia Convention.



*Thorny Points in Postal Publicity*

# What Makes a Folder Pull?

By Max Rittenberg

"WHAT makes a folder pull? Could you sum it up in nine brief points?"

Why nine? one might reply to this actual question. Thirty or forty would be nearer to the number of the divers points of presentation which help the folder to do its job. But if one is asked to sum up this very complicated matter in only nine pointers, they might be stated thus:—

1.—*Does it read as a selling effort or as a buying opportunity?*

For the owner of the goods and fond author of the document, this is a difficult matter to judge. It is equally so for other members of the firm, because they know their goods, quality and value so well, that it seems as though a circular about them ought to pull fully 99 per cent.—the hundredth man on the list being dead, bankrupt or insane!

The casual eye of an outsider can often judge far better.

I am speaking here of folders sent through the post, but the question should equally be asked of any form of advertising (except the mere "reminder" advertisement): "Does it read as an opportunity?"

2.—*Is the front page enticing?*

The outside fold of the folder—the part which is first seen when it is pulled out of the envelope—can be called the "front page."

Has yours the same degree of enticement as the book-jacket of a novel?

The book-jacket never attempts to tell the whole story. It is composed of a title and an attractive picture. Either the picture represents a dramatic incident in the novel; or it is symbolic of the novel generally.

A folder needs the same line of thought on its front page.

3.—*Is the inside easy to read?*

The experienced lay-out man or typographer knows the importance of making type easy to read.

If there is a mass of matter, he specifies a light-face.

But many business men insist on having small matter set in a heavy-face, with the idea that this will force attention and command a reading.

Tout au contraire!

Heavy-face type for headlines, prices and "jump-out" matter, by all means—but few people care to strain their eyesight over small-point matter in glaring black.

4.—*Are the colours both attractive and appropriate?*

Colour, rightly used, is unquestionably a big selling force.

Most folders need two colours. Some demand three.

The choice of colours needs the collaboration of two types of mind—the artistic and the selling mind.

5.—*Are the goods properly illustrated?*

Photographs which look "actual" carry conviction.

Expert retouching is usually necessary to make photographs look actual.

Skilful posing on the part of the cameraman puts the best points of the sitter, the goods, foremost. Backgrounds, accessories—these can help a great deal.

Probably half of the firms showing women's goods on models are unaware of the importance of having a model with the peculiar qualifications necessary to make, say, a woman's hat desirable in the eyes of other women. Mere good looks will not do it; a mere capacity to act, or at

least to look expressive, will not suffice; what is required is a model who combines a distinct modicum of good looks, with some training in stage technique, and features which will concentrate attention on the hat and not themselves.

6.—*Are the descriptions of goods complete?*

Describe in plain language against the pictures of the goods; and be sure the description answers all the points which the prospective buyer may have in mind.

Size is a point often omitted. Is the picture actual size, or not? What are the actual dimensions of the article?

Descriptions should be in plain language; and the "fancy writing" can be concentrated in some big-type general text.

7.—*Is the folding used skilfully to divide up one part of the offer from another, in a natural manner?*

There are hundreds of practicable methods of folding a folder. A few of these only are right for any one particular folder. This point is decided by an expert lay-out man before he starts to work with his pencil and paints.

8.—*Is it easy to order the goods?*

That depends on the carefulness and thoroughness with which the order form is devised.

Too much care cannot be spent on the work. In many instances, a change in the order form has had dramatic effects on the results pulled.

9.—*What exactly is the guarantee?*

The words "guarantee" and "guaranteed" are used so loosely nowadays that they are deteriorating rapidly in value.

Unless the advertiser's guarantee is put into plain, clear words—repeated "backwards and forwards" if necessary—the prospect may suspect equivocation, sharp practice, tricky trading.

## MISTAKES COST MONEY.

When advertising abroad mistakes are easily made. If you are now advertising in Holland, or thinking about it, let us prove that you will make no mistake in using these papers.

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY,**  
9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2

Manager—G. D. YOUNG.

'Phone: Holborn 5628.

Telegrams: "Egyptadco."

(Solely Publishers' Representatives—Not Advertising Agents.)



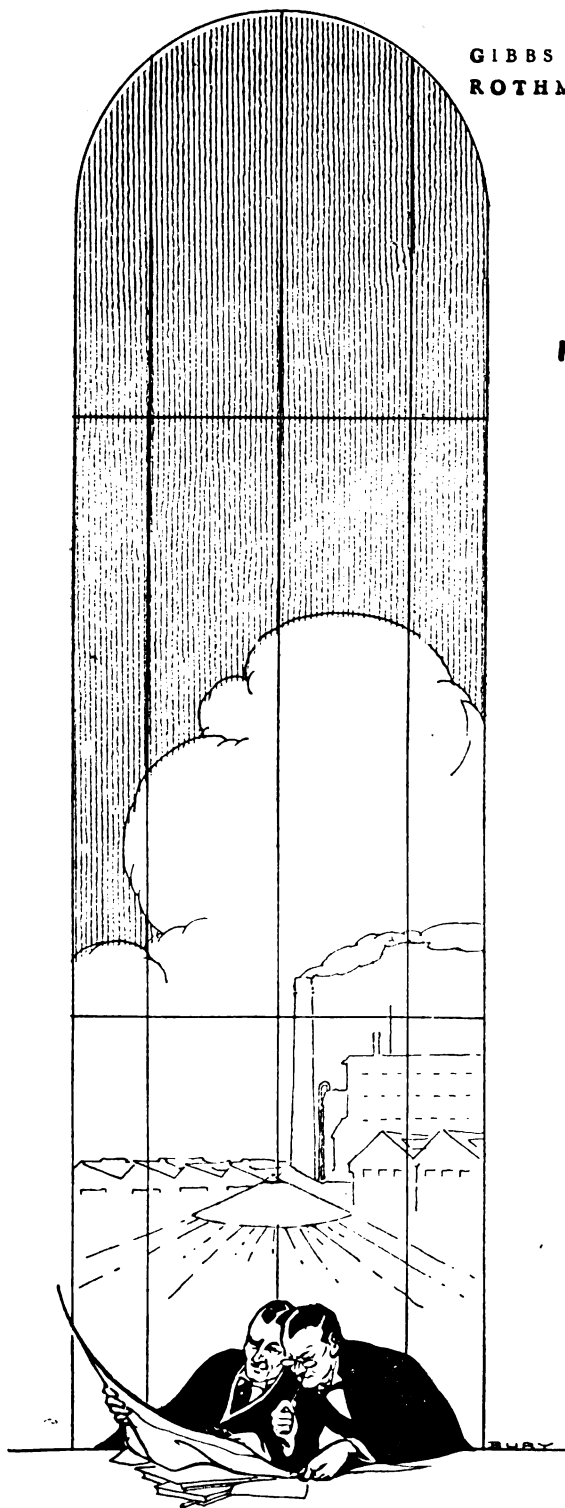
GIBBS DENTIFRICE • OVALTINE • VULCAN MOTORS  
 ROTHMAN'S • GLAXO • NORTH BRITISH RUBBER CO.

# HEADS TOGETHER

This is thinking-time. Whether you are temperamentally inclined to minimise difficulties or to exaggerate them, to-day demands what we might call mental co-operation.

We have followed the process of co-operation between our clients and ourselves for so long that it has become second nature with us to discuss with them not only every phase of advertising, not only every angle of selling, but when needs be, the relationship between production *and* selling.

This attitude of "heads together," which, had it been applied to industry as a whole, might have saved this country untold millions, has played its important part in the successes of those firms with whom we have been associated.



## SAWARD, BAKER & CO. LTD.

*Advertising from A to Z*

27 Chancery Lane

London, W.C.2

Telephone  
 Holborn  
 5528 (5 Lines)

Telegrams  
 "Sabazia, Holb.,  
 London"

POMPEIAN BEAUTY PREPARATIONS • CLARK AND COATS • MURRAY'S MELLOW MIXTURE  
 ST. MARGARET'S HOSIERY • DROMEDARY DATES • DEL MONTE CANNED FRUITS



# Ad. News in Brief

Many Business Changes—Two Losses to Advertising—Seaside Resort Publicity

## Joins the Board

Mr. William Williamson, late managing and publicity director of Haig & Haig, Ltd., and John Gillon & Co., Ltd., has joined the consultancy board of Shaw, Wardlaw & Co., Ltd.

## Recommend Own Business

Mr. H. R. Markham is resigning his position as publicity manager to Messrs. Houghton-Butcher (Great Britain), Ltd., and is recommencing his own business as sales and publicity consultant at Napier House, 24, High Holborn.

## Advertising Manager Dead

We have to announce the death, at the early age of 32, of Mr. C. P. Ellis, advertisement manager of the *County Express*, Stourbridge. He had been in failing health for some time. He joined the paper nineteen years ago on the editorial staff, going over to the advertising side after the war.

## Death of Mr. Pfister

We regret to announce the death of Mr. C. A. Pfister, a director of the *Continental Daily Mail* and for many years head of the advertising department of that newspaper. He had been ill for some months and had been undergoing special treatment at Lausanne, where he passed away on June 19. Mr. Pfister was with the *Continental Daily Mail* almost from the beginning.

## Col. Lawson's Thanks

Lt.-Col. Lawson, cabling from Westchester, Biltmore, N.Y., this week, to Mr. J. McKentie Bowman, Claridges Hotel, London, says: "British Advertising Delegation wishes to express deep gratitude for magnificent hospitality extended to them at the Westchester Biltmore Country Club, and appreciate your generosity and efforts to promote understanding.—Col. Lawson, Leader of British Advertising Delegation."

## Folkestone's Publicity

Mr. E. Fullagar, hon. secretary of the Folkestone Publicity Appeal, in his report last week, said that £535 has already been raised, and that there is every hope of reaching the desired total of £1,200. Orders have been placed up to £300 for advertisements to appear up to the middle of July and a further list is in preparation covering periods after that date. The Southern Railway have agreed to share the cost this year of newspaper advertisements to the value of £400. The Railway Company are also preparing suitable blocks and are willing to give assistance next year in the production of a new pictorial poster.

## Decoration by E. McK. K.

The private office of Mr. T. B. Lawrence, at 1, Arundel Street, Strand, has been decorated by Mr. E. McKnight Kauffer. It is strikingly original, and a coloured drawing of the scheme forms the frontispiece of the current issue of the *Architectural Review*.

## TALKED OF THIS WEEK



### Was it quite fair?

FOR no particular reason he found himself doing the same thing again as he had done last week and the week before—reading over the list of the week-end's road accidents. Anyone he knew? No. These things happened in a world apart from his. His world was so smooth and "safe" feeling. He'd be a good job? Settled. . . safe. secure? Thus he found himself dwelling on a new thought—and a disturbing one. . . what would say (so if his name were among them)? They dived upon him. He had saved practically nothing. . . Was it quite fair. . . ?

But his careful investigation revealed that he could save enough each year to do what was necessary to make the future safe for them. A Friends' Provident Life Policy for, say, £1,000 would be the wisest step at first. Later, when his income became bigger, he could pay an increased premium, but a program which would cease under the Special Limited Payments Scheme, just about the time he would be thinking of retiring. Yes! That's what he'd do.

He still glanced over the accident columns—with that same "safe" feeling.

You should insure this easy way. Write to-day stating your age, and full particulars will be sent.

FRIENDS' PROVIDENT & CENTURY LIFE OFFICE  
Head Office: 41, Kingsway, London, W.C.2. 18, Charlotte Square, Edinburgh.

## Changed Position

Mr. Geoffrey R. C. Haines is leaving the *Saturday Review*, and is joining the *Tablet* on Monday.

## Rate Cards Wanted

Messrs. S. A. H. Hales, of 3 and 4 Clement's Inn, Strand, W.C.2, require rate cards for all publications.

## Advertising Lancashire

The delegates who attended the curtailed convention at Blackpool have received copies of a really fine piece of propaganda in the form of a book, entitled *Advertising Lancashire*. It contains seventy-four pages, and is produced on art paper in a manner that reflects the highest credit upon those responsible for it. It includes articles from prominent advertising men in Lancashire that will prove of interest to everyone who would have attended the Manufacturers' Session at Blackpool.

## F.G.L. Moves

The new address of the F.G.L. Advertising Service is 59-60, Chandos House, Palmer Street, Westminster, S.W.1.

## International Press Exhibition

It was announced at the conference of the Association of German Newspaper Publishers at Cologne last Saturday that the town authorities are arranging for an international Press exhibition in 1928.

## Architecture as Advertisement

The London street architecture medal for 1925, awarded by the Royal Institute of British Architects to the designer of the best building completed within the previous three years within four miles of Charing Cross, has been awarded for Britannic House, Finsbury Circus, the home of B.P. motor spirit.

## 57,000 Cars Sold

Since the Armistice the Austin Motor Company had sold 57,000 cars, declared Sir Herbert Austin at the celebrations on Saturday which attended the company reaching its majority. Despite the coal stoppage they had been able to carry on, though the output was below normal. He was afraid if the strike continued it would be almost impossible to carry out their export contracts. In the home market they had orders for twice their production.

## Marriage of M.P.C. Secretary

The Manchester Publicity Club was particularly interested in a ceremony at the Cathedral on June 30, when two of their members were married. The recently elected honorary secretary, Mr. J. Harry Grime, son of Councillor J. C. Grime, chairman and managing director of the Manchester Billposting Company and a vice-president of the Club, was married to Miss L. Spencer, the daughter of Mr. J. Spencer, who is the head of the Northern Photo Engraving Company, Manchester, and one of the founder-members of the club.

## LONDON PUBLICITY CLUB AT GOLF.

Members of the Publicity Club of London Golf Circle spent a most enjoyable evening on the occasion of their first meeting on Friday evening last at Neasdon Golf Club.

The first prize, a golf bag kindly presented by the *Morning Post*, was won by Mr. C. L. Pounds, who returned a net score of 76, and Mr. H. S. Allen with a net score of 80 won the second prize, a golf club kindly presented by the ADVERTISER'S WEEKLY.

After the round, supper was served in the club-house, at which sixteen members were present.



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**





# IMAGINE YOURSELF JOHN SMITH

Put yourself in the place of John Smith or of Mary, his wife. Try to see things as they see them. Then—pick up the advertising of your own product and study it carefully.

Does it still convince—make you feel that the goods offered are well worth the outlay of hard earned money? If so it is successful.

If *not* then Mather & Crowther Advertising will be helpful, for when planning a campaign this Agency studies the product from the Consumer's viewpoint—and so avoids failure.

**MATHER & CROWTHER**  
LTD.  
**MODERN ADVERTISING,**  
10-13 NEW BRIDGE ST. LONDON E.C.4.

---

Telephone CITY 6290 (Five Lines).

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# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## A National Urge to Work

SIR,—During the war, advertising—display advertising—enlisted the men, found the money, and inspired the efforts which won final victory.

During the railway strike some years ago there was a pitched battle in the advertising columns between the two sides. The side which placed the better copy won.

Surely there is opportunity to-day for use to be made of the advertising columns of the newspapers for some settlement of our present industrial unrest, and consequent slow but sure paralysis of business?

The opportunity is a double-barrelled one. Firstly, the public and the miners want education on the real facts of the coal crisis.

With due respect, Editors, I maintain, do not marshal facts as advertisement writers can, and do.

Secondly, the whole spirit of industry is wrong. There are too many people who watch the clock—who lack initiative. Our workers need an *urge* to work. They lack inspiration, their initiative requires encouragement, and this applies to *all* workers—in every line of business!

Frankly, we need a Mussolini in (or of) publicity!

Who will pay for this publicity?

Surely many of our leading advertising men, realising the urgency of better business conditions, would deem it an honour to write such copy.

Certainly the newspapers would gladly give free insertion to copy of this sort, which would eventually increase their *business*.

Who did not notice the "display" advertisement given to Mr. Cook by the *Daily Mail*? That large portrait, so well displayed, has already brought results.

What could a well-planned, well-written campaign do?

Anyhow, here's an idea worth considering—don't you think so?

If an advertisement would recruit Kitchener's Army, surely it could foster a will to work, and in better work and more thoroughness lies the whole future of our commercial existence.

ULRIC B. WALMSLEY.

## Co-operation

SIR,—Mr. Horace Imber's advocacy of closer co-operation between the service agencies and publishers in the interests of both, and, primarily, the advertiser, is particularly welcome to the undersigned, as the interview which appeared in your last week's issue traverses and endorses

generally much of what I advanced in my letter on "The Commission Question," published in the *WEEKLY* of April 11, 1924, urging action in the direction indicated by Mr. Imber.

The probability of new advertisers

## COMING

Two vital articles on Instalment Selling—An Antidote to the Slump.

The first of these, by Cecil Chisholm, M.A., on

"Where is Instalment Selling Most Effective?"

will appear

NEXT WEEK.

coming into the field through the publicity connected with the A.A.C. of W. Advertising Convention at the British Empire Exhibition in 1924 urged me to draw attention to the fact that such newcomers would be exposed to exploitation by the space broker with his bait of cut commissions. I pointed out that the almost inevitable failure resulting from probable inefficient service would cause distrust of advertising as a business getter and do our profession incalculable harm. May I quote an extract from my letter of more than two years back?

"A representative committee of publishers and service agents should meet in conference without delay and bring order out of chaos. When the Convention is in being, or before, we ought to be in a position to announce that British advertising agents and publishers have come into line with their prototypes in America, and have settled the agency commission question to the advantage of all concerned in placing the profession of advertising on a higher plane than at the present moment."

Let us hope now that Mr. Imber's suggestions, coming from the Press side of the question, will have more effect than mine as representative of the agency side.

A. J. WATKINS, F.S.M.A.

## The N.A.B.S. Children

SIR,—As I feel the notice about the N.A.B.S. children in your last issue may lead to some misapprehension as to the intentions of the Women's Advertising

Club, I should much appreciate your allowing me space for a brief explanation.

So far as my own club is concerned, our idea is to keep in close touch with the girls and to endeavour to establish personal friendship with them so that when the time comes for them to go out into the world, there may be someone who really knows the temperament and capabilities of each one, and will be able to advise both the child herself and the Council of the N.A.B.S. as to the best course to be pursued when orphanage days are over.

We therefore regard it as important that the same people should visit, so as to get to know the girls really well. We also think that it would be undesirable to do anything which would tend to differentiate these particular children from others at Reedham, as it might lead to jealousy and create a wrong atmosphere inside the institution.

Of course, an occasional outing is very jolly, but generally speaking the two members who have specially undertaken this duty go down and let the girls take them out for a walk, and try to make them feel that they are the hostesses, just as children at other schools do when their relatives come to see them.

ETHEL M. WOOD,

President.

## NEWNES AND PEARSON'S REPORTS

Good Position of all Periodicals—Newnes pay 20 per cent.

AT the annual meeting of George Newnes, Ltd., this week, it was announced that the profit for the year was £115,537, against £99,962 last year. This is a record profit. The staff is to receive a bonus of £5,000 and a further £10,000 is added to the pension fund.

An interesting fact mentioned was that the *Strand Magazine* carries announcements from 250 advertisers every month. *Tit-Bits* and the many other periodicals are going as strongly as ever.

The dividend is to be 15 per cent., plus a 5 per cent. bonus.

The accounts of C. Arthur Pearson, Ltd., for the year ended March 31 last show that, after providing for the necessary reserves, directors' fees, and appropriating £6,500 to staff fund, there remains a balance of £71,514, as compared with £70,137 a year ago. It is proposed to pay a dividend on the ordinary shares of 15 per cent. per annum (to include interim dividend of 6 per cent. already paid).

## Rate Cards Wanted

The Atlantic Publicity Co. are opening a branch office at Dover House, 170, Westminster Bridge Road, S.E., and want rate cards of all publications.

Put **I**deas in your campaign  
It sells in the home



# Export Advertising

THE constant, growing need of British industry is Export Trade. Advertising is as important Overseas as it is in the Home Market, even more so. In its Directorate and amongst its Executives, David Allen Services possess men who have years of experience in Overseas markets.

INDIA

U.S.A.

AUSTRALIA

NEW ZEALAND

SOUTH AND EAST AFRICA

CONTINENT OF EUROPE

Those responsible for the formulation of sales plans, policies and advertising can themselves, on the basis of personal experience, advise and assist manufacturers who most wisely must always contemplate the extension of their businesses by export trade.

In order to assist our clients we have recently promoted a new development in our business, namely—

## THE DAVID ALLEN AUSTRALIAN ADVERTISING AGENCY, LTD.

*Chairman: L. St. Clare Grondona.*

1, Wardour Street,  
LONDON, W.1.

National Mutual Buildings,  
350, George Street,  
SYDNEY.

434, Collins Street,  
MELBOURNE.

The Executives are well known Australian advertising experts. The David Allen Australian Advertising Agency, Ltd., has the backing of the whole personnel and resources of the

## DAVID ALLEN SERVICES

*Controller: Lt.-Colonel G. S. Hutchison, D.S.O., M.C.*

Press

Posters

Printing

1 Wardour Street, W.1.

# "Why! It's a Shilling Magazine on Its Own"

Chorus of Welcome for "Advertising Display"—Points from the Letters

**O**UR readers have accepted "ADVERTISING DISPLAY" with wholehearted enthusiasm.

Shoals of letters and personal messages of congratulation have poured into the office since the first issue of our new supplement appeared last week. The verdict is so nearly unanimous in praise that we have studied with particular care the one letter that was wholly destructive and we listened equally carefully to the one or al criticism which was unreservedly condemnatory. The one taught us nothing. The other, however, was by a man of standing and knowledge and while it may not be possible, for technical reasons, to meet his criticisms, they will be borne in mind in preparing future issues.

The following is a selection from the many letters received :—

Mr. J. GOMER BERRY, deputy-chairman of Allied Newspapers, Ltd. :—

I should like to congratulate you on the first issue of "ADVERTISING DISPLAY," your new monthly supplement. It is a very fine achievement; and not only reflects the enormous strides that have been—and are still being—made in display advertising, but also gives great promise of being a most effective aid and guide to all engaged or interested in the business.

It is a very up-to-date and practical publication; and I shall follow its development and career—which I know will be one of increasing usefulness—with great interest.

Mr. ANDREW MILNE, advertisement manager of the *Daily Chronicle* : Here at last we have something really up-to-date and modern in type, matter, printing and display. I think it is a very ex-

cellent production on which you must be congratulated.

Even the advertisers have got the full spirit of this issue, and I notice in quite a number of advertisers' announcements that there is something really instructive.

It is a sign of the times to observe how the block-makers have made full use of the spaces they have taken. In at least two cases they have shown, in a delightful way, the careful use of tints.

If the following issues of "ADVERTISING DISPLAY" are going to be up to the standard of your first one, there is precious little doubt but that the advertising business, as a whole, will be enormously improved by studying these productions.

Mr. THOMAS RUSSELL : I cannot deny myself the pleasure of congratulating you on your new "ADVERTISING DISPLAY" supplement. This is a jolly good piece of work, creditable to all concerned, and, what is more, one which, in my opinion, should have a marked and salutary influence on advertising practice if it receives the attention which it deserves. By it you have added one more to your list of services to the good cause.

Mr. J. VINCENT, Manchester : Congratulations on "ADVERTISING DISPLAY," which is a fine production.

Mr. H. L. HARDWICK, publicity manager, Kendal, Milne and Co., Manchester :—

You are to be congratulated upon the production of "ADVERTISING DISPLAY." If the later issues reach the same standard of excellence and of usefulness, this supplement will be welcomed by all men who believe that advertising is a dignified and serious business.

Mr. NORMAN HUNTER :—

May I add my note to the chorus of praise that I feel sure must have reached you for "ADVERTISING DISPLAY." Frankly I was astounded when I saw it. I expected something good, of course, but a

hefty budget of interesting matter and illustrations such as you have produced is truly wonderful, especially for a free supplement. Why, it's a shilling advertising magazine on its own!

Mr. JOSEPH MACDOWALL, Liverpool :—

I expected something good from you but you have exceeded my most sanguine hopes. The advertisers who have supported this issue have acquitted themselves wonderfully well (especially the printers) and the cover is an inspiration.

Mr. H. L. GAUNT, advertising manager, W. B. Cartwright, Ltd., Rawdon :—

My heartiest congratulations on "ADVERTISING DISPLAY." Without doubt it is one of the finest productions of its kind I have ever had the pleasure of reading. Our hats are off to you and the thanks of all who are engaged in advertising are deservedly yours.

Mr. S. MILNER SHEPHERD :—

It is great, and the obvious result of long, earnest effort. It fascinated me in degree no less than some U.S. publications do, and I congratulate you.

Mr. E. KINGSLEY BEISTEN, Advertising Manager, Wolsey Hall, Oxford :—

It is undoubtedly a very fine production, and should do much to raise the standard of advertising technique. Congratulations to all concerned.

I hope you will not mind, however, if I criticise one or two points.

In the first place I think the method of page numbering is open to serious objection. If the reading matter were continued straight on, from page to page, it would not matter; but the system of continuing articles some pages later on makes it essential that the page numbers should be easily seen.

I should like to see the article headings set in uniform type. I take it that at present they are set to conform with the subject-matter. To my mind, this principle, while right for a single piece of matter, such as an advertisement or a booklet, is wrong when applied to a collection of articles such as a magazine or periodical.

One more criticism, and I have done. The "Register of Billposters" is an offence to the eye. The heavy twisted brown borders appear to be continually twisting; they are very confusing, and distract the eye from the reading-matter.

## THE BYSTANDER

THE GREAT LITTLE PAPER THAT PULLS FOR ADVERTISERS

This handy-sized Illustrated Weekly, featuring the Theatre, Sport and Society, is the favourite with men and women alike. Send for particulars to—



The Advertisement Director,  
**THE GRAPHIC AND  
BYSTANDER LTD.**  
FLEET STREET, E.C.4



# ASSOCIATED NEWSPAPERS LTD.

## ANNUAL MEETING

### THE CHAIRMAN'S REVIEW

The annual meeting of the Associated Newspapers, Limited (proprietors of the *Daily Mail*, the *London Evening News*, and the *Weekly Dispatch*), was held in the Memorial Hall, Farringdon Street, London, on June 28th.

The Chairman (Mr. Thomas Marlowe), in moving the adoption of the annual report and balance-sheet, said:—

The figures disclose another year of continued progress throughout the company's business. The *Daily Mail* maintains its supreme position in this country, and we are proud to say that its net daily sale is by far the largest in the whole world.

The position which it holds in the minds of British people was demonstrated beyond question last month during the General Strike, when we were overwhelmed with offers of help of all kinds from all parts of the United Kingdom. The situation with which we were then faced was the most difficult which the newspaper Press of this country had ever encountered, and the *Daily Mail* emerged from it with unimpaired circulation and advertising support, and I venture to think with greatly enhanced prestige.

#### THE GENERAL STRIKE.

The strike really began in Carmelite House when a section of the printers took upon themselves to demand the suppression or alteration of a leading article, and they were told that this unprecedented request could not be complied with. That night the *Daily Mail* was not printed in London, but the Manchester staff carried out their engagements and published as usual.

For a fortnight subsequently the newspapers were unable to appear in their usual form, and the *Daily Mail* was compelled to bring out small emergency editions wherever it was possible in England. We printed with type and we printed with typewriting and photography in various printing offices in London.

Our Manchester office, helped by many printers in Manchester, brought out a very large number of copies every day. We had the help of printers at Taunton, Weston-super-Mare, Cheltenham, and at Southend, who enthusiastically brought out small editions of the *Daily Mail*, edited and published by members of our own staff.

The *Western Morning News* of Plymouth placed all its resources at our disposal and printed excellent editions of two pages and four pages of the full

size, which were circulated over the West and South of England and sold by thousands in the streets of London.

The *Continental Daily Mail* of Paris printed a quarter of a million copies of a complete *London Daily Mail* every day during the strike in addition to its customary Continental issue. These were conveyed to England by four large aeroplanes every morning and by steamer. This was the most complete of all the special newspapers which were published during the strike, and it was circulated throughout London, the South of England, and the Midlands by a great fleet of aeroplanes and motor-cars.

#### THANKS TO VOLUNTEERS.

The whole editorial staff of all our three papers remained, of course, perfectly loyal and continued at work every day. Practically the whole of the advertisement staff and a great portion of the commercial staff remained with us and organised the great army of volunteers who came to Carmelite House with private motor-cars and offers of all kinds of help. It was only by this splendid volunteer corps that we were able to distribute the paper as well as we did. We have returned thanks individually to every one whose name we know, but there were many who came in groups, and some of these we have been unable to trace. To every one of them I wish to offer to-day the grateful thanks of the directors and shareholders for all they did.

Since the General Strike was terminated we have been suffering under the coal strike and the restriction of train services and interference with industry. Many of our readers must have been getting their paper later than usual, but clearly they have been getting it, because the daily sale remains the same. Notwithstanding the interference with trade of all kinds, the demand for advertising space in the *Daily Mail* continues fully equal to our capacity to print.

The *Evening News* maintains its great popularity with readers, and it has been enlarged to a 12-page basis during the past year. It is the largest evening paper in London and has the largest net sale of any evening newspaper in the world.

The *Weekly Dispatch* has also been increased in size.

As to the Accounts, you know that we have maintained our dividend at the same rate as before—namely, 8s. per share on the Deferred Shares.

#### THE BALANCE SHEET.

The reserve account remains at the same figure of £400,000. We have increased each of the Pension Funds by £10,000, bringing the total under this head to £100,000.

Creditors and Reserve against Contingencies is a larger item this year than before, and some part of it may be required to meet the exceptional expenditure which was incurred during the strike.

The first item under the heading of "Assets" is increased by £150,000, which is accounted for by the expenditure on our new building and machinery after allowing for ample depreciation on our existing buildings and plant. The stock of paper is larger this year than last year.

The figure under the heading "Investments" is reduced, but you will find a new item, "Loan to the Empire Paper Mills £600,000." This mill is engaged in making paper for us, and by the operation of this loan has been able to pay off its debentures, which were costing 6 per cent. It has been arranged that the loan by this company to the mill shall be paid off at the rate of £4,000 per month, with interest at the rate of 5 per cent.

#### NEW CARMELITE HOUSE.

We hoped to see the completion of New Carmelite House this summer, but unexpected difficulties were encountered with the foundations, and there has been delay. The work is well in hand, and shareholders can now see the handsome proportions of the new home of the *Daily Mail*. The greater part of the printing presses has been constructed and erection will begin as soon as the building dries. The other machinery has all been constructed and is ready to install. We believe that this will be in every respect a model newspaper office both in respect of efficiency in all departments and the comfort of staff.

It is probably unnecessary to point out to-day that the cost of the strike does not come into our accounts for the year ended 31st March last, which we are now reviewing, but the reserve which we make against contingencies will adequately cover the loss of profits and the expenditure which we were compelled to make last month.

The motion was seconded by Sir Andrew Caird, managing director, and carried unanimously.

The retiring directors were re-elected, and the auditors, Messrs. Lever, Honeyman & Co., reappointed.

# SUNDAY CHRONICLE

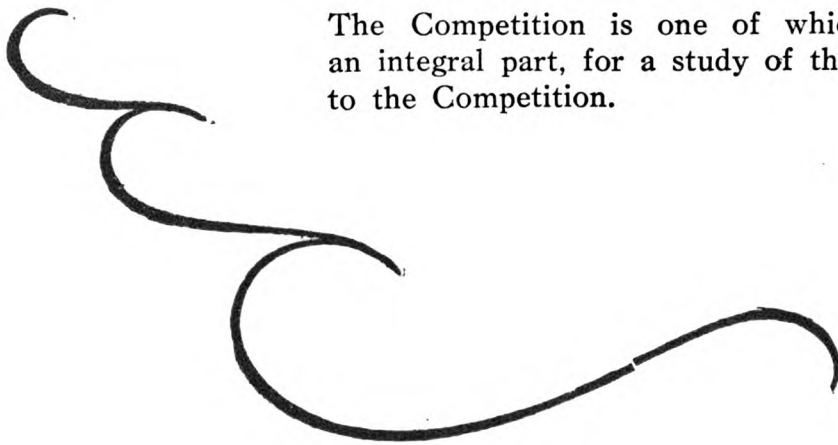


THIS imposing Neo-Georgian house, stands on a fine estate, at the cross-roads, in Kingsbury—which is “down Hendon way.” Sir Reginald Bloomfield, M.A., R.A., has created a design which reveals not only the utility but the beauty of concrete.

The  
OF A  
COMI

The Sunday Chronicle Concrete House is to be the pivot of the greatest and most alluring Competition ever launched. It does not appeal to the money-grabbing instinct. It makes a direct appeal to the lover and the home-maker.

The Competition is one of which the advertiser becomes an integral part, for a study of the advertisements is essential to the Competition.





# CONCRETE HOUSE

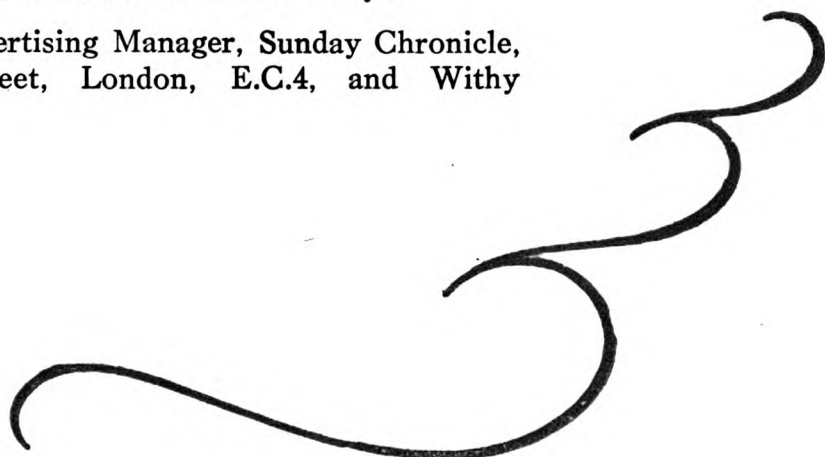


## NOT REAT ITION

In brief, the Competition is for the decoration and furnishing of the Sunday Chronicle Concrete House, and the successful entrant will be presented with the freehold house, fully furnished to the winning specification.

If you handle high-grade furnishings or furniture, the Sunday Chronicle Concrete House Competition will enable you to reach hundreds of thousands of potential home-makers, and ensure for your advertising the most intensive study.

Full information from Advertising Manager, Sunday Chronicle, Tallis House, Tallis Street, London, E.C.4, and Withy Grove, Manchester.



# Make your Posters work Full Time!

Whether your posters work full time or not depends upon the positions they occupy and the amount of care and frequency with which they are inspected after they are posted.

No need to harp on the value of the poster as a salesman—you know all about that. The thing is to get the best out of it. And that depends on the posting service.

Let us place your posters for you, so that each one may show a creditable "time sheet." Write or 'phone us—we're here at your service all day and every day, *working full time.*

## OUTDOOR PUBLICITY LIMITED

Managing Director,  
ERNEST LEICESTER,

Faraday House,  
8, Charing Cross Road, W.C.2.

Telephone:

GERRARD 8518-9.

Telegrams:

"BYLPOSTA, LONDON."

# Good Ideas for Advertisers

## Day by Day

A brainy dealer recently hit upon an effective plan for drawing attention to his goods.

His shop window was dressed after closing time, Saturday noon, and was divided into six sections.

Each section was hidden from public view with the exception of one, before which was a card which stated "Here are our bargains for Monday."

On Tuesday morning "Tuesday's Goods" were exposed to view, and this was repeated throughout the week.

The plan worked successfully, the dealer finding a marked increase in his turnover, due to the daily amused inspection of the public.

Also, he had the opportunity of turning new satisfied clients into regular customers by good salesmanship.



*The prize L.C.C. poster, designed by Miss D. V. Barry and referred to in last week's WEEKLY. It is in vivid purple, orange and grey, on a black background*

## Suggestion for Holiday Resorts

In order to make Hastings more attractive as a holiday resort the Borough Association last Whitsuntide introduced an innovation. As the visitors left the railway station on Bank Holiday evening and Tuesday morning they were handed postcards expressing the hope that they had enjoyed themselves, and informing them that if they had any serious suggestions to make whereby, in their opinion, the town could be improved from the visitor's point of view, the Hastings Borough Association would be very much obliged if the cards could be filled up and re-posted to the association. It is intended that any suggestions made shall be considered at the next meeting of the executive committee and passed on, if approved, to the various local authorities for their attention.

## Voice of the Reader

Instead of publishing testimonials from readers in the editorial pages, *Modern Transport* has conceived a new idea. The current issue contains three brightly coloured, loose insets, each one headed

"The Voice of the Reader." On each of these slips are printed two messages from well-known men in the transport world who testify to the usefulness of the journal.

## Educating Public Choice

There is a good idea at the back of a campaign that is running in America on behalf of timber manufacturers. There are two types of timber buyer. A large percentage of timber is bought by so-called "specifying consumers" who know what they want and impose specifications or conditions. The rest is bought by those with whom price is paramount, or by purchasers with no clear idea of what they want or should expect of wood. The United States Lumber Manufacturers' Association is trying to increase the ranks of the former type and decrease those of the latter.

The association takes part in the drafting of fire resistance standards and codes of practice which affect the use of wood; it compiles and distributes information on the characteristics and uses of wood, and the design of timber structures, putting this in form for easy, convenient use by architects, engineers and others. It initiates and assists in preparation of handbooks, technical articles, textbooks, publicity material and other measures by which better and more complete knowledge of wood as a material is disseminated.

Educating the consumer to the qualities of various products, and also educating him to use judgment and technical knowledge in the selection of his purchases is good and novel propaganda.

## Attractive "Luggage Labels"

A traveller just returned from a Swiss tour reports that on leaving each pretty town there was pasted on his kit bag a small stick-on view of each place. On his return journey those advertisements attracted a good deal of interest, and there is a suggestion here which might be adopted by British seaside resorts. Some enterprising town will adopt the idea.

## House Organs and Holidays

In a house organ issued by a firm of metal smallware manufacturers, there is included during the summer months a special holiday supplement. This gives advice to the staff on making the best of their holidays when they come along, and it is found that local seaside resorts, hotels, sports accessories dealers, etc., are very willing to advertise in the supplement.

## Helping Retailer and Salesman

A timber company in British Columbia is using its trade paper for some very useful and novel propaganda. It publishes, in editorial form, arguments for the selling of a particular type of timber in which the company specialises. These arguments are so worded that they are useful to the wholesale salesman, who wishes to sell to the retailer, and also to the retailer and manufacturer, who wish to sell to the consumer either in plank or manufactured form. Typical of the two uses of these selling points are the following: (1) "Douglas fir is light and easy to frame. The timbers may be stacked solid for storage; being practically all heart no harm results and sun cracking and warping is less. (2) A Douglas fir floor looks as if all the boards came from the same tree, the colour and grain texture being so nearly uniform.



# CHRISTMAS NUMBERS

of the

# BIG SIX



**A**DVERTISERS are now booking pages in 2, 3 and 4 colours in the 1926 Christmas numbers of THE BIG SIX. The number of advertisement pages in colour is necessarily limited; these pages go to press in July and August. Time is therefore pressing. Particulars for rates and positions will be gladly supplied by

## THE BIG SIX are the essential Six

The Illustrated London News	The Tatler
The Sphere	Eve (The Lady's Pictorial)
The Sketch	The Illustrated Sporting and Dramatic News

*Neilde Campbell*

Advertisement Director  
6 GREAT NEW ST.  
LONDON - E.C.4  
Telephone: Central 7511

# Amazing Response to



## The New Sparkling Health Drink

What is Wex? Wex is the new sparkling grape saline—the pleasant, most refreshing way to health. Yesterday, Wex was unknown. Today, thousands will learn what Wex means and stand by tomorrow. Wex will be talked about by tens of thousands. In a month, Wex will have added a new word to the English language—a word meaning health, fitness, glorious well-being.

### Your Tongue will tell you

Do you need Wex? Look at your Tongue! What colour is it? Your tongue ought to be "in the pink." If it isn't there's something wrong. A coated tongue, a morning mouth, a sure sign of an upset system. It means you have risen in the morning with sleepy eyes and a sleepy mouth. Or something you've drunk. Or not enough fresh air, or insufficient exercise. Whatever it is your tongue is the wrong colour. You feel out of sorts, dull, listless. Doctors call this coating fur. There are different kinds of it known to them, and each

kind tells its own story. Fur on the tongue is like a rash on the skin—it spells mischief deeper down in the system. When the tongue is also furled. The lining of the digestive system is also furled. The lining of the stomach, the duodenum or passage in the liver, the intestines, etc., are coated like the tongue.

First, it is a collection of dead matter which ferments and forms poisons which infect and weaken the system. Secondly, it blocks the openings of the digestive juices. If it is not removed, indigestion, constipation, liver diseases, anæmia, blotchy complexion, which produce the digestive juices, etc., will result. Wex will flush the fur and the poisons formed by it from the remotest parts of your system, and will purify and freshen up all these parts at the same time. Be your own Doctor in the matter, and watch your tongue every morning.

### Wex to the Rescue!

Wex will put you right. Wex will restore your lost appetite. Wex will get you up in the morning fresh as a daisy.

Wex has the natural cleansing action of grape juice. Wex is the essential ingredient of grapes combined with a saline to produce effervescence.

When you put a teaspoonful of Wex into a glass of water there is a pleasant bubbling. As you drink Wex you feel a sense of invigoration, a glow which stimulates the whole system. Wex refreshes the blood. Tones up the whole system.

Drink Wex in the morning as often as your tongue tells you to. Wex is the natural and healthful way of keeping the system clean and keyed up to splendid vigour. Your acceptance of Wex once you have tried it, is certain. You will look forward to this morning draught as the pleasantest beginning of a day.

### Sample Free

We will send you a sample packet of Wex free and post paid on receipt of the coupon below or a postcard giving your name and address. If you cut out the coupon NOW, the will remind you. Make a certainty of trying the new grape saline by snipping the coupon off before you turn the page.

**WEX**  
SPARKLING  
GRAPE SALINE 1/6



free  
Sample  
Packet

### Send no money

Just write your name and address clearly in capital letters on coupon below, which you can post for in an unsealed envelope. To WEX, Dominion Arcade, Manchester. Please send me free and post paid sample packet of Wex Sparkling Grape Saline.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Use the Coupon or a postcard



# Carlton-designed Advertisement

WE note with interest that Mr. Alfred Marland, in a letter to the *Daily News* relative to the whole - page advertisement reproduced here, states, "The response is amazing in these trying times."

This advertisement, including the coupon, over 10,000 of which were received by the first post the following morning, was designed by us. Other advertisers who want to experience an amazing response to their offers are invited to write to us for our free recommendations. Please send us as full particulars as possible when doing so.

Carlton Studio  
Carlton House, Ltd  
Gt Queen St,  
Kingsway,  
London,  
W.C.2.  
Phone  
Regent 1827.

## An Advertising Agency that understands Poster Advertising

The Sheldon Advertising Agency is one of the very few equipped to give service on Poster Advertising with the same completeness as on Press Advertising. Most advertising agencies are primarily devoted to Press Advertising. They do it admirably—prepare good copy and blocks and keep a proper staff for checking insertions.

The Sheldon Agency does all this for its clients, and in addition gives an equally complete service on Posters—designing, advising on poster-policy and sending its own inspectors to check every bill posted.

## A Billposting Agency that understands Press Advertising

Sheldon's Ltd., the Sheldon Billposting Contractors, are the pioneers of full service conditions in Poster Advertising. Most billposting contractors do not handle Press Advertising at all. Sheldon's Ltd. are equally versed in both Press and Poster Advertising.

## Open Contracts

Sheldon's Ltd. exhibit to clients on request every document passing between themselves and publishers or billposters, including contracts, invoices and vouchers. The basis of charge is the net sum actually paid. Sheldon's Ltd. are not commission-splitters. They charge, not less than the best London Agencies, but more.

# Sheldons Ltd

SERVICE ADVERTISING  
PRESS AND POSTER

Sheldon House  
Queen Street  
LEEDS

B C M/4 ADS

## AD. MEN'S SPORT

### The "Sphere" Golf Meeting

THE SPHERE held an invitation golf meeting at Moor Park on Wednesday, June 23, at which there was a large gathering, including many well-known amateur golfers. A most enjoyable time was spent amid the delightful surroundings of Moor Park, and perfect weather prevailed throughout the day.

Two competitions were arranged. The one in the morning was a medal round for which three prizes were offered. Capt. E. M. I. Buxton returned the best card—73 net, and won the *Sphere* Cup. Mr. L. J. Reveley was a good



Brig.-General Campbell presenting the "Sphere" Cup to Capt. Buxton

second with 75, winning a prize given by Mr. J. Bewsher. Mr. E. Cutts carried off a prize, also given by Mr. Bewsher, with a return of 39 net for nine holes, one under bogey.

In the afternoon a four-ball bogey foursome was played. A very keen game by Major P. C. Burton and Mr. A. K. Watts, Mr. T. G. Comerford and Captain Oliver P. Horlick resulted in a tie, five up on bogey. A play-off of nine holes in the evening was won by the first-named pair, who received the prizes presented by the *Sphere*, while prizes to the second couple were given by Brigadier-General Campbell.

Arrangements for the *Sphere* golf meeting were carried out by Mr. J. Bewsher, and met with general appreciation.

## NEWSPAPERS AND ADVERTISING GOLFING SOCIETY

### The Summer Meeting at Aldeburgh

The following are the results of the play at the summer meeting of the Newspapers and Advertising Golfing Society on June 26 and 27 at Aldeburgh:—

*C.P.O.S. Challenge Cup* (18 Holes Medal):—Winner, V. C. Longstaffe (Scr. 73); Runner-up, A. Whittaker (89-12=77).

*Evening News Challenge Cup* (18 Holes Bogey):—Winners, A. K. Watt, A. Whittaker (1 down); Runners-up, Major P. C. Burton, F. Barker (3 down).

*Daily Express Challenge Cup* (18 Holes Medal):—Winner, A. Pemberton (85-11=74); Runner-up, Major H. Stanley Wescott (88-10=78).

*Hidden 9 Holes* for E. Daniels' prize:—Captain W. J. Todd (41-4½=36½).

*Bogey Foursomes* for Cyril Davis's prizes:—Winners, V. C. Longstaffe, Capt. W. J. Todd (3 down); Runners-up, E. Daniels, F. Barker (4 down).

## Advertising and Selling FORTNIGHTLY Markets, Merchandising & Media



MAY 7, 1926  
15 CENTS A COPY  
In this issue:  
"Overboard Plumber" By Kenneth Ross Graham, "Knee Deep in Literature" By Kenneth Graham, "Always Leave 'em Laughing" By Beau Weaver, "Breakers, What's Coming in Industry" By Pierre W. Pommerehne, "What We Missed" By J. M. Davis, "Developed Campaigns We Couldn't Meet on Time"

## An Editorial View- point that is Aggres- sive and Constructive

"The 'Fortnightly' has dared to say things about advertising and selling that have long needed to be said to all of us, publishers, advertisers and sales managers. It has said them with a constructive vigor that has stimulated and helped."—E. St Elmo-Lewis, Vice-President, Campbell-Ewald Company.

From the start *Fortnightly* has not feared to discuss impartially and courageously the problems affecting marketing and advertising.

Because of this it has attracted to it an important nucleus of American executive—subscribers who realise the need for a publication that is editorially unbiased, unafraid and aggressive.

This policy puts *Fortnightly* in the limelight.

It is a policy, we are sure, which will appeal with equal interest to British advertising and sales executives.

## Advertising and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C4  
Year's Subscription \$4 (26 Issues)



## YORKSHIRE BEATS LONDON AT HARROGATE

THE cricket match between the Yorkshire Advertising and Press XI. and the London Advertising and Press XI, once again ended in a win for the Yorkshiremen. It was played last Saturday on the fine grounds of Oatlands College, Harrogate.

The Yorkshire team once again won the toss and batted first. Scores:

YORKSHIRE.	
H. Baxter, lbw, b Newling	0
J. Stephenson, c Newling, b Hallows	1
E. Hopper, b Hallows	57
L. P. Houlst, b Hallows	3
L. Daniels, b Newling	0
L. Crabtree, b Newling	0
G. R. Rodwell, not out	54
G. T. Wilmer, c Saward, b Hallows	1
C. H. Johnson, b Hallows	0
P. T. Marlow, run out	6
J. E. Bennett, b Hallows	0
Extras	11
Total	133

LONDON.	
L. J. Phillips, c Hopper, b Houlst	1
W. A. Goodale, c Wilmer, b Bennett	3
E. J. Levi, c Marlow, b Bennett	1
G. A. Newling, c Hopper, b Daniels	43
E. H. Hallows, b Hopper	5
J. E. Ellis, c Marlow, b Daniels	1
W. J. Devoto, c Johnson, b Hopper	1
S. H. Lewington, c Rodwell, b Bennett	12
T. C. Grant, not out	8
H. B. Saward, b Hopper	0
C. D. Fastnedge, c Daniels, b Hopper	0
Total	75

After the match, both teams and their friends were the guests of the *Yorkshire Post*, *Yorkshire Evening News* and the *Daily Chronicle* at a dinner held at the Grand Hotel. Mr. F. C. Macaskie presided. Many a laugh marked the speeches by Capt. Ellis Hopper, Mr. H. B. Saward, Junr., Mr. E. H. Hallows, Mrs. Ellis Hopper, Mr. Roy Hardy and Mr. E. Osborne.

### AGENTS v. REPRESENTATIVES

THE sixth annual match between the Advertising Agents and Advertising Representatives was contested on Tuesday on the Cyphers Ground, Kent House.

Goodale and Grant gave the Representatives a splendid start, putting 101 on the board before Grant was dismissed for an excellent 50. The innings closed with a total of 218.

The Agents were left with two hours fifty minutes to get the runs, and thanks largely to a splendid batting display by L. Phillips, who amassed 132 before being stumped, they got within 18 runs of their opponents' total, their last man being in when time arrived. Scores:—

REPRESENTATIVES.	
W. A. Goodale, b Hinks	47
R. L. Grant, lbw, b Hinks	50
G. Newling, b Hinks	0
E. A. Williams, b Sheldon	13
S. H. Lewington, b Beaucutt	22
C. V. Jenkinson, b Lubbock	30
E. H. Hallows, b Lubbock	4
C. H. Douglas	0
W. Gunning, c Sheldon, b Hinks	9
F. Slaughter, c Meston, b Hinks	7
L. Pritchard, c Phillips, b Hinks	0
C. D. Fastnedge (Captain), not out	0
Extras	36
Total	218

AGENTS.	
H. C. Allen, b Hallows	0
L. Hinks, c Goodale, b Newling	5
L. J. Phillips, st Jenkinson, b Gunning	132
A. Meston, b Gunning	36
C. Jackson, b Hallows	4
D. Wilkes, b Hallows	0
C. A. Beaucutt, b Hallows	1
F. Waterhouse, run out	3
G. W. Sheldon, c Jenkinson, b Gunning	6
H. Lubbock, not out	2
F. E. Bullmore, b Hallows	3
A. H. Simpson (Captain), not out	1
Extras	8
Total (for 10 wickets)	201

## THE INNER SIDE OF ADVERTISING

By CYRIL C. FREER.

The one complete **guide** and **desk-book** for advertisers. Written by a practical man who has had wide experience in all phases of British publicity. Mr. Freer knows what you want and supplies it in the most effective form. His book contains expert advice on:—

Effective Writing.  
Business English.  
Appealing to Men and to Women.  
Analysing the Copy.  
On Finding Inspiration.  
Making the Lay-Out.  
Booklet and Catalogue Making.  
Writing Sales-Letters.  
Suggestion in Advertising.  
Salesmanship.  
Creating Desire.  
Association of Ideas.  
The Power of Repetition.  
Utilizing the Reader's Memory.  
The Direct Command.  
Business Imagination.  
Analysing the Proposition.  
Planning Campaign.  
The Advertising Manager's Responsibilities.  
Making Things Easy to Buy.  
Keeping Records and Statistics.  
The Power of Honesty.  
Advertising to Children.  
Retail Store Advertising.  
Mail Order Advertising.  
Window Dressing.  
Bargain Sales.  
Department Store Advertising.  
Poster Advertising.  
Making a Living in Advertising.  
Financial Advertising.  
Political Advertising.  
Advertising by Film.

Also valuable information on Illustrating — Process Engraving — Stereotyping — Printing — Economics of Advertising — Agencies — List of Advertising Terms — Type Faces — and a series of 43 Lessons on Advertising, comprising a valuable **free course of instruction**.

# One week FREE

A London Subscriber writes:—"I recently paid £15 15s. to a firm which said it would teach me Commercial Art, Advertising, etc., but I can honestly say I am learning more from this book than I did during a whole year's work under the £15 15s. people."

Another Customer says:—"I find it a most inspiring book. I had contemplated having a course of Correspondence Lessons on Advertising, but I cannot see that I should learn one bit more by so doing."

These are quite unsolicited letters; originals are open to inspection, among others equally enthusiastic. THE ADVERTISER'S WEEKLY itself has said: "Is as complete a Course in advertising as we have seen."

You take most books on trust, this one is sent for **ONE WEEK FREE**. Fill in this form! It commits you to nothing. Delay will mean waiting while others are served.

To THE LIBRARY PRESS, LIMITED,  
10, Minerva House,  
Southwark Street, S.E. 1.

Please send me "Inner Side of Advertising" for one week's free test. If I do not like it, I will return in your packing on 8th day after receipt. If satisfied, I will pay 6/- on 8th day and 5/- per month for 4 months (or 25/- cash).

Signature .....

Address .....

Age.....If Householder .....

## How the NATIONAL ADVERTISING BENEVOLENT SOCIETY is helping Advertising men and women.

IT gives pensions to incapacitated men and women, assists those in distress, provides treatment in sanatoria and convalescent homes, and maintains and educates orphan children. £26,782 has already been expended in pensions and grants. Every person engaged in the business of Advertising should join.

SUBSCRIPTION **ONE GUINEA** ANNUALLY.  
ONLY

Full details of complete benefits from

LONDON: Hon. Secretary, Robt. J. Owen, 61, Fleet Street, E.C.4.

MANCHESTER Branch: Hon. Secretary, P. H. Winter, 3, Cross Street.

# Expanse or Expense in your printed matter

# ?

**T**HAT portion of your selling matter (sometimes called *printed matter*) which goes to customers should cover the widest expanse of your field at the lowest possible cost when judged on the business it secures. Expensive printing is the kind which fails to bring business—however small its actual cost. *Expansive* printing is that which covers a wide field because it is filed—not fired—and is referred to time and time again and consulted whenever your wares are wanted.

Percy Brothers, knowing these facts to be of great importance, offer to co-operate with you in securing new business at a lower cost. Write to:

**PERCY  
Brothers Ltd.**  
*The Hotspur Press*  
Whitworth Street West,  
MANCHESTER

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonagont, Fleet, London."

## CLUB NOTES & NEWS

### What's On

**Regent.**—Saturday afternoon, Ruislip circular ramble, tea and dancing at Fabb's Restaurant.

### Manchester—Civic Week to Increase City's Prestige

Mr. K. Russell Brady, the organiser of the Civic Week which is to be held in Manchester in October, was the speaker at the Manchester Publicity Club meeting on Tuesday of last week.

The idea of a Civic Week, said Mr. Brady, was comparatively new and was regarded by some as a Shopping Week.

It should be much more than that in Manchester, although Manchester's position as a shopping centre must be stressed in addition to her other qualities. It should offer full scope for the widest expression of the city's civic, industrial, commercial, religious and social life in a way which would stimulate pride of citizenship and give the great population in the area of which Manchester is the centre a fuller idea of what the city stood for as a centre of civilisation. Departments of the Civic Week arrangements, which were being worked out in detail by sub-committees, included Corporation, exhibitions, transport, retail trade, pageantry, music and decorations and illuminations. The pageant of industries would be organised by the Federation of British Industries.

Dealing with the question of publicity, Mr. Brady said that Civic Week would make Manchester's position better realised and should attract new manufacturers to the city. The railway companies would grant special travelling facilities which would in themselves be an advertisement, and generous offers of assistance had been made by the wireless authorities and the cinemas.

It might not seem a happy time to press for intensive advertising, but he thought that if manufacturers, instead of advertising a little bit less because of the depression, advertised a little bit more, it would be a good thing for them and for trade generally. He suggested that local advertisers should hinge their publicity on the subject of Civic Week, and said that a Publicity Committee, upon which the Manchester Publicity Club would be well represented, was being appointed by the Lord Mayor to deal with the whole question of Civic Week publicity.

The Chairman, Mr. E. R. Cross, in thanking Mr. Brady for his address, said that the Lord Mayor had already received assurances of support from the club, which was responsible in the first place for the suggestion that Manchester should have a Civic Week.

### Hull—Whole-time Advertising and the Personal Touch

In addressing the Advertising Club of Hull at luncheon on Tuesday, Mr. Robert R. Hedley, the hon. secretary, urged the importance of advertisers making an individual appeal instead of attempting to include the public generally. The personal touch, he emphasised, was the note which the advertising man must take.

Frequently he had met advertisers who said times were bad so they could not afford to advertise, and, again, there were people who said why did they need to advertise when trade was good?

All he could say was that the most important time to advertise was when times were bad, while in the other case he wished to make it clear that the advertiser must of necessity keep his name in front of the public.

Advertising managers, Mr. Hedley continued, were conscientious people and were out to help. Often they had information and experience which would assist the advertiser, and the latter ought often to take the opportunity to discuss his proposals with his newspaper friends.

### Inter-Ad. Clubs' Golf

At a meeting held at the Aldwych Club on Thursday of last week delegates from the Advertising and Publicity Clubs, with Mr. Perman as chairman, discussed the arrangements for the annual competition. The hon. secretary (Mr. McAusland) announced that Lord Riddell had kindly offered another challenge trophy and expressed a desire again to have the players at Walton Heath as his guests. The hon. secretary was instructed to thank Lord Riddell for his continued interest in the tourney which he founded three years ago. After discussion it was decided that the conditions of play for Lord Riddell's trophy and prizes presented by Mr. Alfred Johnson Major P. C. Burton and the ADVERTISER'S WEEKLY, be on the lines of the previous competitions. The meeting at Walton Heath will take place in September.

### DEATH OF MR. PETER DIPPIC

An Appreciation by Mr. King Potter

**W**E regret to announce the death of Mr. Peter Dippie. He died in his 70th year on Saturday, June 26, at his home in Stamford Hill, where he had been unwell for some time. The funeral service was at St. Andrew's Church, Bethune Road, Stoke Newington, and many of his friends were there. He was interred at the City of London Cemetery, Little Ilford.

Mr. H. J. King-Potter writes:

"Few men in Fleet Street or in the advertising profession the whole country over were better known or better liked than the late Mr. Peter Dippie."

"Mr. Dippie's career was a long one. As far back as 1898 he was appointed advertisement manager of Cassells, and served this famous firm for more than 37 years before he retired in 1907. Mr. Thomas Young, J.P., the company's present chairman, whom Sir Arthur Spurgeon appointed to succeed Mr. Dippie in his position, was a great friend of his, and among his contemporaries were numbered the late Mr. H. O. Crowther and Mr. W. D. Nott and others well-known in Fleet Street."

"Now he is dead, and many are the friends who regret his passing."

"We older men in particular knew that his friendship was a thing to be sought and treasured; we shall long remember his kindness and sympathy, and the great personal charm that endeared him to all who knew him."

S. A. H. Hales are placing for Duophone and Unbreakable Records.



# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## VOLUNTARY LIQUIDATION

(NOTE.—Voluntary liquidations may in some instances refer to companies in course of reconstruction.)

**Frenkels (1922), Ltd.** (in voluntary liquidation). Meeting of creditors at Kennan's House, Crown Court, Cheapside, E.C., on July 12, at 2.30 p.m. Liquidator: D. Lewis.

## MEETINGS TO HEAR LIQUIDATORS' REPORTS

**The Ubique Press, Ltd.** (in voluntary liquidation). General meeting of members at 7, Hampshire Terrace, Portsmouth, July 27, at 11.30 a.m. Liquidator: R. F. Salter.

**Newby-Shepherd Advertising Service, Ltd.** (in voluntary liquidation). General meeting of members at 16, John Dalton Street, Manchester, on July 23, at noon. Liquidator: A. F. Carroll.

**Colmans (Publicity) Service, Ltd.** General meeting of members at Rolls House, Bream's Buildings, E.C.4., on July 21, at 3 p.m. Liquidator: T. P. Ryle.

**I.D.L. Advertising Service, Ltd.** (in voluntary liquidation). General meeting at office of Mr. A. C. Bowden, C.A., 29, Corporation Street, Manchester, on July 28, at 4 p.m. Liquidator: H. N. Cunliffe.

## NOTICE OF DIVIDEND

**Bean, Webley and Co., Ltd.**, 233-235, Long Lane, Bermondsey. (00455 of 1924.) Second dividend of 2s. 6d. per £, payable June 29, 1926, at offices of Francis Nicholls, White and Co., 14, Old Jewry Chambers, E.C.2.

## PUBLIC EXAMINATIONS

**Lawrence Thomas Barber**, described as an advertising agent, 287, Stanstead Road, Forest Hill, S.E., and 10, Lancaster Place, W., attended for his public examination in London Bankruptcy Court on June 23, before Mr. Registrar Warmington. The receiving order was made on April 27 last, and the debtor's statement of affairs disclosed gross liabilities £766, of which £635 are expected to rank. No assets were disclosed.

Replying to Mr. Waterer (Official Receiver) the debtor stated that he had failed on a previous occasion, in December, 1910, when his liabilities amounted to £464. No dividend was paid and his discharge was suspended for two and a half years from May 3, 1911. The examination was closed.

## NEW COMPANIES

**David Allen Scriptograph Company, Ltd.** (214,651), was registered as a "private" company on June 26, with a nominal capital of £3,600 in £10 shares. The objects are to acquire the patent

rights, benefits, interests and liabilities of Lt.-Col. G. S. Hutchison, D.S.O., M.C., under an agreement dated May 19, with Werbemittel Gesellschaft m.b.H., and to carry on the business of advertising agents, agents and contractors, bill-posters, skywriters, proprietors of aeroplanes, airships, electrical and other signs, hoardings and other means of advertising, etc.

The first directors are Lt.-Col. G. S. Hutchison, Lord Glenconner, W. E. D. Allen, T. Elias and E. F. Hitchcock. Registered office: 1, Woudour Street, W. 1.

**Tavistock Advertising Agency, Ltd.** (214,371).—Private company. Registered June 14. Capital £2,000 in £1 shares. Objects:—To acquire the business of an advertising agent and contractor, carried on by J. Sewell, at 11, Tavistock Square, W.C., as the Tavistock Advertising Agency. The first directors are:—J. Sewell, and J. Judge, F.R.P.S. Registered office:—11, Tavistock Square, W.C.2.

**Herbert Publicity, Ltd.** (214,662).—Private company. Registered, June 26. Capital, £6,000 in 5,000 7 per cent. preference shares of £1 each and 10,000 ordinary shares of 2s. each. Objects: To acquire the business now carried on as "Herbert Publicity" and all or any of the assets and liabilities of the proprietor of that business, and certain patents for inventions relating to improvements in advertising and displaying apparatus with changing effects, etc. The first directors are:—P. R. L. Savill, Lt.-Col. R. R. C. Baggallay, H. A. W. Herbert and C. A. Rudall. Solicitors: Devonshire, Wrexford Brown and Co., 38, Old Jewry, E.C. 2.

**JOHN SWAIN  
& SON, LIMITED**

*Art Reproducers*  
BY ALL PROCESSES.

Telephone:  
Central, 9333  
Five Lines.

89-92 Shoe Lane,  
LONDON, E.C.4

Telegrams:  
Isochromatic,  
London.

## THE TYNE

A GREAT INDUSTRIAL CENTRE

**"The Shields Daily Gazette"**

AND

**"The Shields Daily News"**

are the only papers published and printed in the towns of South and North Shields.

Both towns are situated at the mouth of the Tyne, which is the fourth river in point of commerce in the Kingdom.

Write for full particulars :

Advertisement Manager,  
The Northern Press Limited,  
Barrington Street, SOUTH SHIELDS.  
LONDON: H. Smale, 185, Fleet St., E.C.4.

THE CITY OF  
**PORTSMOUTH**  
CLAIMS THE  
CONSTANT ATTENTION  
of

**ADVERTISERS**  
by  
**POSTER DISPLAY**

Fine Positions  
Well Displayed  
Splendid Results

Portsmouth & District  
Billposting Co., Ltd,  
74, ARUNDEL ST.

## Current Advertising

Notes of New Business Going Out : New Advertising Now Appearing in the Press and on the Hoardings

Barker, Drabble & Co. are booking forward dates for Metropolitan College and Bennett College, and placing advertising for the Welco Swing and Lightening Trouser Stretcher.

C. D. Clayton, Ltd., have been booking space for the Crossley 14 and for Overland Commercial Vehicles.

Osborne-Peacock Co., Ltd., are handling new advertising for the Electrolux Refrigerator and for Ferodo and a northern scheme for Lizar's Developing and Printing Service.

Wilfred Scriven, Ltd., have business in hand for Murray's Cream Caramels.

T. B. Browne, Ltd., have been issuing new instructions for Bird's Custard and Wisden's Sports Goods.

Gould & Portman, Ltd., are again handling advertising for Dr. J. Collis Browne's Chlorodyne.

Smith's Agency, Ltd., have renewed displays for Scholl's Foot Comfort Appliances and for Antoine Fabre, and been booking space for London Glove Co., and Treloar's Carpets.

Walton Harvey, Ltd., are placing in dailies for Rex Insect Killer.

D. J. Keymer & Co., Ltd., have business in hand for Virtus Stove and City Fur Co. Crossley & Co., Ltd., have been giving out for Edison Bell and Winner Records.

Amalgamated Publicity Services, Ltd., are again placing large spaces in the dailies for Canada and C. & A. Modes.

Fredk. E. Potter, Ltd., have considerable business in hand for Pirelli Tyres and Waterman's Fountain Pens.

London Press Exchange, Ltd., have increased newspaper advertising for Small Greys and have again been booking space for Telephone Development Association and for Diploma Crustless Cheese.

Dorland Agency Limited have been placing for Citroën Cars, Miranda Cigarettes and Cynogas, and are launching a

campaign for Caley's Marching Chocolate, while the advertising for Maples in France has been placed by Dorlands.

Brockie, Haslam & Co. have commenced a scheme for Miranda Planter's Cigarettes.

Service Advertising, Ltd., have been giving out for Brand's A1 Sauce.

Sells, Ltd., are again placing for Lipton's and for Raleigh Cycles.

Charles Sell has a considerable amount of mail-order business running for Yewdall's.

E. W. Barney, Ltd., are again placing for Dunkley's Prams.

Muller, Blatchley & Co., Ltd., have again been giving out for the Minty Varsity Sectional Bookcase.

Spottiswoode, Dixon & Hunting, Ltd., have again placed a small London scheme for Brooklands meeting to-morrow (Saturday).

C. Mitchell & Co., Ltd., have increased newspaper space for Bishop's Valettes.

R. Anderson & Co. are again giving out for Dr. Rutland's Invalid Port.

Erwood's, Ltd., have business in hand for the Anderson Weather-Mac.

C. F. Higham, Ltd., are placing in provincial newspapers for Macintosh's N.A.P. Tyres, for Nobel's Eley & Kynock Cartridges, and for Dunlop Lawn Tennis Balls.

Paul E. Derrick Advertising Agency, Ltd., have just completed placing the mid-June to end-July campaign for Quaker Oats in London and provinces.

Woodwright Publicity & Press Service, Ltd., are placing for Homo, Ltd., Universal Housing Co., Auburn Cars, and have new business in hand for Associated Fire Alarms.

Howat Advertising Service, Ltd., Glasgow, co-operated in placing the prospectus of the Glasgow General Omnibus and Motor Services, Ltd., in the Scottish newspapers.

## Advertising Campaigns at the L.S.P.

Exhibition of Students' Work—The Coming Generation Shows Some Good Specimens

ADVERTISING men and women might glean some useful inspiration from the exhibition of students' work, which was opened at the London School of Printing by Lord Riddell, on Monday.

In opening the exhibition, Lord Riddell pointed out that the school was a combined effort of masters and men and for that reason alone was bound to be successful. The work that was contained in the specimens on view showed clearly that the future of British printing was in able and intelligent hands. The "good old days" was a bad phrase, for it was obvious how far we had progressed in the world of printing from the Victorian days.

Two of the most interesting exhibits are complete advertising campaigns for Olva Soap and Humanised Trufood. The students responsible for the work have drawn up copy for posters, newspaper advertising (including front pages of the *Daily Mail*) booklets, cartons and labels, advertisements in trade papers announcing the year's national campaign, letter headings, and so on. The work shows

considerable merit; the ideas and the way in which they have been executed are, in a few points, original, and in nearly every instance show an up-to-date knowledge of the copywriter's and designer's art.

A competition for the designing of advertising blotters has produced some excellent type-setting, and those for which the prizes have been awarded show an exceedingly clever use of various founts.

Two scholarships have been given for students, one by the Newspaper Proprietors' Association of £150, for competition amongst compositors living and working within the London area, and the other by the Winterbottom Book Cloth Co., of £100, for those in the bookbinding section.

The exhibition contains examples of work in every section of the printing trade, and advertising men would do well to visit it before the closing date, Friday, July 9. The exhibition is open from 9 a.m. to 5 p.m. each day, and on the Wednesday until 8 p.m.



**£17,700,000 FROM C.O.D.****The System in India—Why the Government Must Advertise It**

[T has been said that the enthusiasm for the C.O.D. post requires stimulating. If this is so, the chief reason must be its restriction to parcels. If it could be extended to include all the other rates of postage there is no doubt that it would open up new avenues of sales for traders. In support of this argument, the latest figures from India showing the last official year's working are worth studying.

The number of pieces posted under the C.O.D. system throughout India was 1,500,000. The amount collected by the Post Office was, at normal exchange, a round figure £17,700,000, making the average value of each item £1 10s. 10d. In Calcutta alone 2,750,000 C.O.D. items were posted, the value of which was 4,000,000. Apart from the countless shops that specialise in one particular class of goods, Calcutta has only half-a-dozen large department stores such as you see in Oxford Street or Kensington.

**Not Parcels Alone**

Bombay posted 1,250,000 C.O.D. pieces to the value of £2,430,000. I say "pieces" because the items were posted under the various rates for letters, newspapers, books or parcels and were not confined to parcels alone.

The lead which Calcutta takes over Bombay as a trading centre is shown by these figures. Calcutta's 2,750,000 C.O.D. items represented nearly four-fifths of the total number posted in the Bengal and Assam circles, nearly one-quarter of the number posted throughout India, and more than double the number posted in Bombay.

There is no doubt of the usefulness of C.O.D. to traders if the system were remodelled on the Indian lines and advertised to the consumer.

In India everyone knows the C.O.D. (or V.P.P. as it is called there) and how it works. They know the postman will be the trader's delivery boy; they know that they have 21 days in which to pay; they know that nothing can be sent them by C.O.D. unless they have asked for it. When the customer knows the advantages of the system he will ask for it, and unless he asks for it, no amount of good intentions on the part of the trader will help.

The Post Office, therefore, should advertise the C.O.D. system to the consumer. The whole country goes to the post office at one time or another. Liberal advertising through the postal facilities, post offices, buildings, defacement stamps, telephone booths, etc., will go a long way towards consumer education.

**SPECIALISED INFORMATION FOR ADVERTISERS**

IN view of the growing realisation of the importance of market research, it is interesting to learn that the Association of Special Libraries and Information Bureaux, with the assistance of the Carnegie United Kingdom Trust, has undertaken as one of its first activities the compilation of a directory of sources of specialised information in Great Britain and Ireland.

The general editorship of this important work has been entrusted to Mr. G. F. Barwick, late Keeper of Printed Books at the British Museum.

There is little doubt, in view of Mr. Barwick's long experience and scholarship, that the work when completed will be of real assistance to advertising men and women.



# TELL THE STALLS AND GALLERY TOO

"THERE were with me in the train this morning, a Rural Dean, a grocer, two brokers, a married woman and a bricklayer. I imagine that no other form of advertising would interest them all so much as those clever, dignified pencil sketches that you see in L.N.E.R. carriages nowadays. Anyhow, I noticed that all my fellow passengers saw and read them."

Your pencil advertisements in L.N.E.R. carriages are seen by people of every class and circumstance who make 950,000 journeys every day. The quiet dignity of the pictures appeals to the eye. The mind has time to grasp your message. The low rates include provision of sketches and panels.

# SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

Dictate an inquiry for rates now. You will receive full information, including an interesting illustrated brochure, by return of post.

Address your postcard to the sole agents for the company

T. McDOUGALL, LTD., KINGSWAY CHAMBERS,  
44/46, KINGSWAY, - - - LONDON, W.C.2.

Telephone: Holborn 5240.

**AN INVALUABLE BOOK!**

Crown 8vo Cloth. 132 pp. With Diagrams and Coloured Plates. Just Published 5s. net.

## COLOUR in ADVERTISING & MERCHANDISE DISPLAY.

A Practical Manual embodying an Original Method of evolving contrasted, Balanced and Harmonised Colour Combinations.

BY

C. C. KNIGHTS,  
Incorporated Sales Manager, etc.

CROSBY LOCKWOOD & SON,  
STATIONERS' HALL COURT, LONDON, E.C.4

## THE REVIEW of REVIEWS

IS YOUR MEDIUM FOR REACHING  
THE CULTURED CLASSES.

SPECIAL DISCOUNT FOR SERIES

## BLOCKS.

LET US INTRODUCE YOU TO

Service & Quality

GEE & WATSON LTD  
81 SHOE LANE, FLEET STREET, E.C.4

# WORLD WIDE Advertising Service DORLAND International

Here at the International Advertising Headquarters is an organisation equipped to co-operate with manufacturers and merchants in developing fresh markets and extending existing ones at home or abroad.

Our offices throughout the world know trading conditions in every country; our Statistical and Research Department—in charge of a well-known economist—keeps its finger on the pulse of the world markets.

A series of eight booklets, giving a concise statistical survey of Empire markets for British goods, are in course of preparation. The first two—Australia and Canada—are already published. The complete series will be sent, as published, to anyone interested for the nominal price of 2/6.

## DORLAND AGENCY, Ltd.,

Dorland House,  
14, Regent St., S.W.1.  
Paris, New York, Atlantic City,  
Buenos Aires, Rio de Janeiro.



THE BEST FREE GIFTS.  
**SOFT TOYS**  
Illustrated Catalogue on Request.  
MANUFACTURERS, Est. 1914  
**THE TEDDY TOY CO.,**  
45, GOLDEN LANE, E.C.1.

## We Hear—

THAT Mr. Henry Ford at a recent conference on the annual budget of his firm decided to cut out all advertising, according to statements in *Printer's Ink*; and—

THAT there is no information on the matter at the Manchester offices of the company.

THAT while the London newspapers continue to carry a fine assortment of sale announcements the provincials, with certain exceptions, are less fortunate, as local shopkeepers are not making such a big feature of "great summer sales."

THAT the leading provincial dailies continue to get their fair share of the national advertising being placed, and to be strongly supported by the enterprising traders in their midst.

THAT the renewal of the holiday excursion arrangements by the railway companies has resulted in the placing by them of a substantial amount of display advertising, a continuation of which may be expected to run—off and on—till the end of the season; and—

THAT this welcome revival has also brought in its train an increase in the amount of smalls placed by hotels, boarding houses and the seaside landlady in addition to steamer sailings and motor coach advertisements.

THAT the trade term "Classified" is being used as the title of an American film, the posters of which are on show in the West End of London, where the picture is being exhibited, depicting a harassed looking beauty with a want ad. displayed to give a clue to the story.

THAT Mr. Charles Wiles, of Harrods, who has a host of friends in advertising, had the misfortune one evening last week to return to his residence, the White House, Wallington, Surrey, to find it had been struck by lightning and badly damaged.

THAT in Fleet Street in the agencies and newspaper advertisement departments holidays are very much in the air at present, and it is surprising how many men are taking their vacation early.

THAT in one newspaper office the order has gone forth that all hands are to be on deck so to speak during August, so that whatever business may be about will have no chance of passing by.

THAT Messrs. Lewis's, Ltd., the big stores proprietors of Liverpool and Manchester, who last year inaugurated flower shows on their premises, are again promoting such exhibitions of fruit, flowers and vegetables and offering a long list of prizes for amateur growers.

THAT Mr. Fred Johnston, of the *Liverpool Post* and associated newspapers, one of the founders and first presidents of the Fleet Street Club, who might justly claim to be the Father of Fleet Street ad. men, has retired from active business: his long association with the *Liverpool Post* ended this week.

THAT a feature is being made in Midland and Northern newspapers of advertisements extolling the virtues of Southport as a holiday, residential and shopping centre, a scheme that has the support of the local Chamber of Commerce.

THAT this season has seen a large increase in advertising by the importers of canned fruits whose branded lines are now becoming better known by name to the housewife.

THAT Messrs. Huntley & Palmer's new £1,500 prize scheme for "placing the Biscuit" has been supplemented in Press publicity by the issue of a well-printed booklet illustrating in colour their wonderful variety of manufacture.

THAT several of the cricketers from London and Leeds who visited Harrogate last Saturday—with happy memories of the 1925 Convention—were delighted to renew acquaintance with the bracing Yorkshire resort, and others of the party whose first visit it was were of opinion that their stay was all too short.

THAT Mr. W. S. Crawford, who had the misfortune last week to be hurt in an aeroplane mishap on the Kent coast, has been quite an enthusiast for flying, and has made many journeys for business and pleasure by plane.

THAT Mr. Crawford is progressing favourably though he will not be able to keep any engagements for the next few days.

THAT the late Mr. George Handley, founder of the business of Messrs. Handley's, Ltd., Southsea, one of the largest firms of advertisers in the coast towns, left £46,556; and—

THAT the late Mr. J. M. Dent, founder and chairman of the well-known publishing firm, left £14,276.

THAT Mr. R. J. Webber, of the *Western Mail*, Cardiff, who is a popular personality with advertising men in Fleet Street, was elected president of the Newspaper Society at last week's annual meeting held in London.

THAT the Associated Irish Newspapers—the body which represents most of the provincial newspapers in Ireland—is now issuing an attractive house organ.

Advertise to the Workers in the  
**World's Pictorial News**  
The Paper that goes out of the beaten track



## We Hear—

THAT two shop windows in Fleet Street have this week proved unusually attractive—those of Jack Hobbs and Hector Powe—where in friendly rivalry a few doors from each other have been exhibited the test match scores to eager crowds.

THAT Mr. M. F. Keogh, the general manager of the Great Southern Railways (Ireland)—the largest railway group in Ireland—broadcast an advertisement talk on Irish resorts through the Dublin station.

THAT the first of a new series of advertisements for Pratts motor spirit has just appeared in Irish Free State papers, and that the new scheme is closely linked up with the tourist development scheme of the Free State.

THAT Mr. E. T. Keene, managing editor of the *Kilkenny People*, has taken over the plant and goodwill of the *Kilkenny Moderator*, the second oldest newspaper in Ireland.

THAT the *Sunday Express* Advertising Staff have accepted an invitation to play a cricket match against Dickens and Jones, and are sending a strong side to the Harrodian ground on Saturday next.

THAT the house of Messrs. H. C. Russell, the drapery firm which a year or two ago publicly announced it had ceased to advertise in the newspapers, has now, on amalgamation with its next-door neighbours, Messrs. Staggs and Mantle, returned to newspaper displays as Staggs and Russell, Ltd.

THAT the Home and Abroad Publicity Co., Ltd., referred to last week, is not a new concern but has moved to a new address.

THAT a sports meeting in aid of the funds of the National Advertising Benevolent Society has been organised by Messrs. Samson Clark and Co., Ltd., on the ground of the Victoria Athletic Association (kindly lent by Messrs. Fredk. Gorrings, Ltd.), at Streatham Park (adjoining Streatham Park Cemetery) to-morrow, Saturday, at 3 p.m. and—

THAT reduced return tickets from Victoria to Streatham Park Station can be obtained from Messrs. Samson Clark.

THAT on Monday afternoon the *Western Mail* offices at Cardiff were the scene of a pleasant function when Mr. R. J. Webber (President of the Newspaper Society) presented a leather wallet filled with treasury notes to Mr. C. R. Dickens, who has been with the company for eighteen years on the head office staff, and, later, as manager of the branch office at Newport; and—

THAT Mr. Webber referred in eulogistic terms to the real and efficient service Mr. Dickens has given to the firm right through his career, and wished him, on behalf of the staff and himself, a happy and prosperous career with his new paper.

THAT Mr. Dickens has been appointed South Wales circulation representative of the *Daily Graphic*.

THAT in some quarters this has been thought a suitable week in which to discuss Christmas plans.

Mrs. Helen Willoughby of Plymouth advertised a beauty speciality in the DAILY SKETCH. This week she writes: "Repeat my advertisement . . . very pleased with result of previous one . . . have had a lot more replies from your paper than . . . another . . ."

*Here is a new advertiser who was justified in her faith that, selling to women, it was safer to "try out" in the Daily Sketch.*

ULRIC B. WALMSLEY, Advertisement Manager,  
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10½ | 50 for 4/3  
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM  
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

## PUBLICATION NOTES AND NEWS

### Booming Nottingham

The Nottingham Guardian on June 25 published two composite pages in connection with the Trent Navigation Scheme. The two pages carried together 240 sq. inches of advertising.

### 37th Building Feature

Last Wednesday's Westminster Gazette contained the 37th of the Building page series which has been running for some time. Industrial architecture was dealt with, and the page carried over 220 square inches of advertising.

### 24-Page Supplement

The Sheffield Independent last Saturday contained a 24-page housing supplement. The pages were half the usual newspaper size, but were laid out flat to save too much bulk. The supplement carried over 5½ pages of advertising.

### Second to London

A very dignified piece of propaganda for the Manchester Daily Dispatch and Evening Chronicle is entitled "Second only to London." It tells, in figures and facts, a brief story of the importance of Manchester's population in an advertising campaign.

### Territorial Analysis

The Swindon Press, Ltd., have issued a booklet describing the areas covered by the Evening Advertiser, North Wilts Herald and the Swindon Advertiser. It is compiled by the London Research and Information Bureau and contains statistics invaluable to those advertisers who are desirous of covering this territory.

### Off the Beaten Track

That the World's Pictorial News is a paper read off the beaten track is the subject of a clever piece of propaganda just issued. It consists of a folder in three colours, and the paper is described as "Your Best Salesman outside the Big Towns." Its pulling power in the thousands of small villages is shown.

### Furnishing the Home

Following a series of advertising features on Housing and The Home Beautiful, the Sheffield Telegraph recently published details of a suggested furnishing scheme covered by a total cost of £250. Local furniture advertisers took advantage of the opportunity to make displays.

### Novel Sales Idea

A half-page advertisement which appeared in the Illustrated Sunday Herald this week was on quite novel lines. It was drawn up in the manner of the usual big stores' summer sale announcements, and gave examples of bargains which would be found advertised in the following day's Daily Sketch. Extracts and illustrations from eight advertisements were given.

### On the Roundabouts

A very clever piece of propaganda has been produced by the Passing Show. It is a folder, printed in two colours, the cover of which is devoted to a picture of a man losing his balance—and his hat—on the swings. The title of the picture, "What you lose on the Swings," is continued over page, where the Passing Show Summer Number is represented as the roundabout—with the Showman showering money on the advertiser. The last day for receiving copy for the Summer Number is July 17.

Sell to  
**300,000**  
Buyers  
through  
**MORISON**  
**HOARDINGS!**

Write for information to  
**MORISON'S**  
ADVERTISING AGENCY (HULL) LTD.  
BILLPOSTING DEPT.,  
ALBION ST.,  
HULL  
ADVERTISING  SINCE 1893

**Offset and Photo Offset—**  
is the best method for reproducing  
**POSTERS and SHOWCARDS**  
and every kind of Line and Half-  
tone Work.

**NO BLOCKS Required.**

CHARLES & READ, Ltd., 27, Chancery Lane, W.C.2  
Holborn 153 and 6387.

Do you want to reach  
**MASTER MARINERS**  
throughout the world?

All masters of vessels leaving  
British ports MUST have  
and study a copy of

**NOTICES to MARINERS**

Issued Monthly by the Board of  
Trade (Mercantile Marine Dept.)

There are two distinct series:

A. For Home Trade and  
Fishing Vessels.

B. For Foreign Going Ships.

Advertisements are now accepted for these  
publications. Write for scale of charges and  
details of this new publicity channel to  
Official Advertisement Managers:—

**WALTER JUDD LTD.,**  
47, GRESHAM STREET, E.C.2.

For specimens and particulars of other ad-  
vertising spaces in Government issues, write:—

**THE CONTROLLER**  
(Advertising Department),  
H.M. STATIONERY OFFICE,  
WESTMINSTER, S.W.1.

**PEOPLE WHO THINK**  
and of discerning mind  
—constitute a class of readers that cannot  
be overlooked if your product appeals to a  
discriminating intelligence.

*The*  
**Outlook**

is read every week by just this class, and  
it will pay you well to include this popular  
journal in your current appropriation.

Full particulars gladly from:

**L. INDER-HEWITT, Advert. Manager,**  
"THE OUTLOOK,"  
69, Fleet Street, E.C. :: Phone: Central 3173



# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20 a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

## A HINT FROM OVERSEAS

Raylton  
Bulawayo  
S Rhodesia

To  
Advertisement Manager  
"John Bull"

Dear Sir

As one of many that are interested in buying goods from the old country, and often do so for self & family, I beg to suggest that it would be of mutual gain if adverts, conveyed, where possible, the price including postage, or freight to overseas. Or for instance if the weight was given, by one referring to the Postal guide one would then know & approx how much the articles would cost on arrival. Trusting this will receive your consideration

Yours Faithfully  
A. Bowes



Maybe the suggestion contained in the letter from Bulawayo reproduced above will appeal to you. The letter itself is only another proof of the widespread distribution of "JOHN BULL" and of the keen interest taken in its advertising pages by readers Overseas.

Philip Emanuel, Advertisement Director, ODHAMS PRESS Ltd., Long Acre, W.C.2

When you  
advertise in  
the "Sunday  
Pictorial" you  
are Broadcasting  
in print.

*The*  
**Sunday Pictorial**  
CIRCULATION OVER TWO MILLION COPIES PER ISSUE

'Phone:  
Central 3449 (Seven Lines).

*Specimen Copy, Rates and Full Particulars  
will be sent on application to*  
**SIDNEY D. NICHOLLS**  
ADVERTISEMENT MANAGER  
Geraldine House,  
Rolls Buildings,  
Fetter Lane,  
E.C.4.

Telegrams:  
"Sunpicad, Fleet, London."



# Organising District 17

## Outline of a Scheme for the European Continent—Fourteen Departments —The First Chairman

(From Our Paris Correspondent)

**A**S a result of Mr. Woodbridge's visit to Paris, last April, the Continental interests of the A.A.C.W. (or, as it is called now, the International Advertising Association) are now grouped under District 17, Mr. Etienne Damour being the first chairman of the district.

France intends taking its mission very seriously. In addition to Mr. Marcel Knecht, Leon Renier, Jr., and Mr. Muller, Mr. Henri Dumay, Jr., represented the "independent" papers, and Mr. André Kaminker the agency interests at the Philadelphia Convention; and on their return the work of getting the Continental District on its feet will start in earnest.

Contact is already established, we understand, between Paris and most of the European capitals, and while a great deal of diplomacy will be required before smooth running can be expected, the work is being undertaken in the right spirit.

The ADVERTISER'S WEEKLY, which has always endeavoured to bring the Continental advertising men into the arena of better advertising, will watch their efforts with interest.

It is proposed to organise the District on lines similar to those which have proved so successful in grouping the different theatre interests under the "Société Universelle du Théâtre," plans made by Firmin Gernier.

It consists in departmentalising the different interests in each country and this in a uniform manner so that one group in one country finds its immediate counterpart in any other.

Here are the tentative sub-divisions made by Mr. G. Pinget, general secretary of the Union of Advertising Art Publishers:—

1. *The Buyers* (advertisers or advertising managers) sub-divided as follows:

- (a) Patent medicines;
- (b) Hygiene, beauty preparations, perfume;
- (c) Travelling, sports;
- (d) Food products and gastronomy;
- (e) Fashion, luxury articles;
- (f) The house, home care, arts;

(g) Toys, "articles de Paris," trinkets.

2. *The distributors:*

Advertising specialists, agents, organisers (plans and control of returns).

3. *Media:*

Papers, periodicals, advertising aids (rates, agency commission, new advertisers, vouchers, sales return).

4. *Graphic Art Imitations:*

Art printers, posters, special hoardings, artists, publishers.

5. *Graphic Art Executors:*

Printers, engravers, founders. All specialists helping to produce the ideas of distributors, media and advertising experts.

6. *Sellers:*

Advertising agencies, canvassers, printers' canvassers, novelty representatives.

7. *Sundry media:*

Premiums, samples, lotteries, competitions, animated publicity, projected (not luminous) publicity, wireless, advertising by sound, objects, in street, etc.

8. *Administration, organisation, material:*

Filing, distributing agencies, addressing firms.

9. *Light:*

Electricity, luminous advertising, projected and cinema advertising.

10. *Display:*

Its accessories, models, moving devices, stands, scenery for windows.

11. *Architecture, shop fronts:*

The fronts of houses, walls, hoardings, signs.

12. *Literature:*

Books on advertising, advertising Press, propaganda for advertising.

13. *National advertising psychology:*

Advertising reaction, official and farmed advertising, national advertising.

14. *Social and Legal Section:*

Contracts, artistic rights, responsibility.

Such is the plan, and we may perhaps be allowed to express the hope that a definite classification will only be adopted after consultations of the Paris (European) headquarters with the American and British interests, so that contact can really become world-wide.

Besides this preliminary work the C.T.P. (Corporation des Techniciens de la Publicité) is endeavouring to ensure that international exhibitions shall include advertising sections in the future. The "Arts Decoratifs" exhibition of last year had a very fine advertising section, and at the next international conference of exhibitors

(Continued on page 62)

### THIS WEEK'S PAPER

Where is Instalment Selling Most Efficient?—by Cecil Chisholm

*A study of the possibilities and limitations of the "easy payment" plan*

Making Retail Trade in Bad Times—by "The Old Hand"

*"When to advertise," for the small trader*

Would Street Campaigns Combat the Slump?

*Three schemes that improved trade*

A National Campaign for the Nation's Food

*An interview with Sir Charles Higham*

Regaining Goodwill from a Public that had Grown Critical

*A review of the Southern Railway advertising*

And all Regular Features

*Ad. News in Brief*

*Publication Notes and News*

*Club Notes and News*

*Advertiser's Gazette*

*Current Advertising*

*We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

# Making Retail Trade in Bad Times

The Right Point of View in "When to Advertise"—Utilising the Wholesaler

By "The Old Hand"

**W**HEN shall I advertise "is a question that can be answered briefly with the one word "Always."

Persistency in advertising is more virtuous and more profitable than in any other good habit.

But the answer must be modified to make the advice really valuable. "Always advertise something—but let the article be chosen carefully after considering all the factors which will affect sales at any given date." To give a crude example, do not advertise ice skates in July—even an English July. But next December will be a good time to advertise refrigerators, because in January the new Ministry of Health regulations come into force. Food preservatives will be almost wholly banned and the home-keeper will need refrigerators just as much as to-day she needs cupboards.

That is an example of timely advertising.

Are times good or bad?

That will affect your advertising, but not in the direction of reducing expenditure in bad times. That is the very period when your sales need a tonic. Hard experience tends to show me that it is in the "bad" times that the truly keen and observant retailer can establish a reputation for being of value to his public. In "bad" times the public read advertisements more carefully; purchasing is done in the market that offers the best value at the best price. And, a point that retailers do not always appreciate, in "bad" times the manufacturer and the wholesaler need him more than ever. Recognising these as vital factors I have applied the knowledge to successful practice by these methods.

## Luxury Traders

When times are bad luxury trades or departments are the first to be hit. And they remain hit the longest. The first move then was, at the onset, or sign of onset, of a lean period to advertise and offload, if necessary near to or even at cost price, the bulk of the goods that threatened to be a lock-up, with a tendency to degenerate or lose fashion. Immediately afterwards, even coincidentally, there should be advertisement and window display of goods that are essential or nearly so, or in habitual use. And, to lay in stock for the future, there should be immediate inquiry among travellers for goods of the same character—utility goods. Inquiries from the travellers are not enough, however. There should be established direct communications with chiefs of sales departments. The

half-day should be given up to visits to their headquarters, for the establishment of personal relations.

And the talk to them is:

"I have got to have, every week, something new, useful to the million, that is good value for money, and faithfully serves its purpose. As times are bad I have got to have it at a price that will tempt the public."

The chiefs of sales will smile at you at first. Keep on at them. It will not be long before they begin to take notice and give you what you want.

A typical letter for this purpose is as follows:—

Dear Sirs,

Have you a line in ——— which is either quite new or not at present shown in this town.

The article must be low priced, but high value of its class.

I shall be obliged if you will let me have samples and prices.

Ten of these letters sent weekly to new and different houses will literally ransack the whole field of supplies. There will be results, and the public will come, having been advised by advertisement, to recognise the shop as a place of opportunities.

## Week's Features

Every week there must be one article at least that cannot be locally beaten, and the townsfolk must be told about it. It is not vital that the number of articles be large nor the

value great. It must be the week's "feature" of the store.

It is my first principle to advertise more consistently in small two-inch double-column spaces in bad times, while in good times my client's window attracts my closest interest.

When to advertise so far as the local Press is concerned is answered, in a great proportion of the cases, by the day of publication of the local weekly paper. In areas that have a daily, however, the problem does arise. Every trader will know that it is bad to advertise the night before and the morning of early closing day. The morning before market day is better than market day itself. It is a good rule, whatever day is chosen, to stick to that day. Make your advertising continuous, first in style, second in position and third in regularity of publication.

When to advertise covers also the question of changing window displays. This can well be done twice a week in country towns and in suburbs, because from 60 per cent. to 80 per cent., of the people passing do so regularly and they soon tire of what they have seen. The re-arrangement may only be in respect of half the display in the window, but change it so that the passer-by never finds your window uninteresting for the reason that it always seems the same.

When to circularise?

When you really have something to say to the person you are addressing. For the beginner I do not advocate circulars as a habit, though one expertly drawn up circular, done by a man who understands paper, type and layout announcing your campaign, advising people to watch for your regular announcements in the local Press, can be profitable.

# "Poppy Day" and National Advertisers

Appreciation of the Support and Co-operation of the Advertiser's Weekly"

**T**HE *Poppy Day Report* for 1925, just issued, is a 184-page book, containing full lists of amounts collected on November 11.

Referring to the assistance rendered by national advertisers, the report says:—

"Early in October, Lord Haig made an appeal to national advertisers to devote some part of their space in the Press and elsewhere to a reference to Remembrance Day; with the cordial co-operation of the Editor of the ADVERTISER'S WEEKLY and many of the leading members of the advertising profession, a truly remarkable response was obtained, and a number of important firms adopted the suggestion forthwith. The majority commenced their active participation in the scheme at the beginning of November, and from that time till November 11 the daily and weekly Press presented an ever-growing number of Poppy Day "reminders"; many of the national daily papers on Armistice Day bore the appearance in their advertisement columns

of being special Poppy Day issues. An expert who had an opportunity of seeing the advertisements as they appeared estimated the total value of the space given to the Fund at £12,000, and this magnificent gift was undoubtedly one of the prime factors in the success of Poppy Day. "A feature of this scheme was the introduction of a standardised advertisement design which many firms incorporated into their advertisements or used in conjunction with special 'lay-outs.'

"The blocks were supplied in four sizes, and so successful was this form of appeal from every standpoint (including that of the advertiser) that hopes are entertained that it will be extended to 1926.

"When the Duke of York visited Poppy Day Headquarters a great many of the advertisements were shown to His Royal Highness, who expressed his warm admiration of the public spirit which secured such invaluable publicity for the appeal."



# Would Street Campaigns Successfully Combat the Slump?

Three Street Schemes Described—How Leeds, Glasgow and Edinburgh Thoroughfares Improved their Trade

(From Our Special Correspondents)

**T**HE folly of sitting down under slump conditions and waiting patiently for "something to turn up" is too obvious to need emphasis. There is one—and only one—way in which to combat the lean times through which industry and commerce are passing at the present time. We must set out energetically, and vigorously, to find new channels through which the life blood of trade can be made to flow into the heart of our businesses.

Some thoroughfares — especially those which are out of the way and do not pass through the very centre of a town—are feeling the business slump more than others. Is the street-week or campaign the best solution to the problem?

Many streets have adopted the idea successfully, and if we recall the ways in which the traders in three districts set out to improve business, it may be helpful to the traders of other streets in other cities who are feeling the draught of the adverse trade wind.

## How £100 Brought in Good Results Value of Small Co-operative Effort

The tradespeople of Vicar Lane, Leeds, started an association some years ago which they called the Vicar Lane Tradesmen's Association. It has done sterling work to boom that particular street.

The strongest shopping streets in this city are Briggate, Boar Lane, and Commercial Street, and the traders of Vicar Lane were out to try to divert some of the business to their street.

Composed of furniture dealers, ladies' outfitters, wallpaper and varnish stores, florists, jewellers, baby car makers, motor and cycle dealers, and drapers, they combined in a bold bid for the betterment of trade.

It was decided to hold a shopping week, and each trader gave a subscription of £3 3s. Thirty-three firms were represented, so that they had nearly £100 to spend for advertising purposes—a very modest outlay.

An executive committee dealt with the general working of the scheme, and it was decided that the money at their disposal should be spent mainly on the local and district Press. This was for the heading of a composite page in the *Yorkshire Evening Post*, *Yorkshire Evening News* and *Leeds Mercury*. Any other spaces taken on these pages would be paid for by the traders themselves. Spaces were also taken in smaller papers within a radius of twenty miles.

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## The Street of a Thousand Shops

Paris has its glittering Rue de la Paix. New York has Fifth Avenue, but neither of these fashionable streets can be called friendly.

The Rue de la Paix is short & scintillating, brilliant as a diamond and as hard. Fifth Avenue, wonderful though it is, is not a thoroughfare to linger in.

Sauchiehall Street, on the other hand, is not only fascinating—it is friendly. You can stroll along and see a thousand interesting things from the west end of Newton Terrace right to Renfield Street corner.

No matter whether you are a mere man looking for a good bear pipe, mullady looking round for a fur-trimmed coat, or a home-lover searching for a piece of furniture to fit that awkward corner in the drawing-room—all three of you will find just what you are seeking—in Sauchiehall Street.

Mothers will find most fascinating frocks for their little folks in this street of streets.

Sauchiehall Street has a personality, rather feminine of course, but how alluring!

You can spend a couple of hours strolling through one of the big department stores, or an afternoon looking at the fascinating little shops.

Within this one long street is everything the mind of woman or man could wish for.

There are shops specialising in musical instruments and manure, furniture and furs, fruit and flowers, hairdressing and hardware.

Truly Sauchiehall Street is the street of a thousand shops, each one more inviting than its neighbour—a veritable Aladdin's Cave in its prodigious display of all that tempts Eve—and Adam!

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## One of the Glasgow street advertisements

Owing to the smallness of the funds at their disposal they were not able to publish any elaborate booklets, but eighty thousand 4-pp. numbered circulars were printed and distributed throughout the city and outlying districts in connection with the various competitions which had been arranged. The motor-bus companies also allowed traffic notices in their vehicles, and the only cost was for the printing of these notices.

During the week the *Yorkshire Evening Post* had one composite page, the *Yorkshire Evening News* three

pages, and the *Leeds Mercury* three pages. Some of the competitions caused great interest. In one furniture sales\*room there were shown twelve articles, and the public had to place them in order of merit, the prize being a bedroom suite.

And now a word about the results obtained. One firm dealing in ready-made clothing made £295 above their ordinary weekly takings. A stationer's shop had 50 per cent. better sales during the week, two firms specialising in motor-cycles had a record week although December (when the shopping week took place) is not the best time to sell motor and cycle accessories, whilst a furnishing firm said they had the best sales week for some considerable time.

This effort brought more buyers into Vicar Lane than they had ever had before, and the traders are still feeling the benefits of the shopping week effort.

The result of this campaign has been very far-reaching. So much so that when the Leeds City Council decided that motor-buses from outside towns and villages should not be allowed any further than the city boundaries owing to traffic congestion in the city, the Association took strong steps and with other business firms were able to squash this ruling. If it had gone through it would have meant that intending shoppers from outside districts would have been put to the trouble and inconvenience of changing from motor-bus to a long journey by electric car, which in time would have been a big set-back to business.

## How Sauchiehall Street, Glasgow, is Pushing Itself

For thirty years and more Sauchiehall Street, Glasgow, has had a secure place in the sun as Scotland's premier shopping street. The recent co-operative newspaper advertising in the Glasgow papers was undertaken to preserve that proud position in the years to come.

Some years ago with admirable foresight a number of forward-looking firms in the street formed themselves into a body to conserve their interests, which is now known as the Sauchiehall Street Association.

They had watched new housing schemes springing up west of the residential districts of Hillhead, Kelvinside and Anniesland. They also noted that these suburbs were housing thousands of possible customers, to whom in years to come, Great Western Road might be a more



convenient thoroughfare. Meantime, of course, and for some years yet, it cannot begin to compete with Sauchiehall Street in the size, number or quality of its shops.

Although lacking the natural advantages of Princes Street, Edinburgh, Glasgow's famous shopping rendezvous lays claim to be the first street to place in print its attractive and diverse personality.

At one time the scheme provided for taking composite advertisements featuring lighting after closing time and following with a list of the shops so lighted. It was subsequently de-

that the story of Sauchiehall Street has affected the shopping habits of large numbers of interested listeners.

#### £400 Spent in Edinburgh 20,000 Booklets to Attract Shoppers

The Edinburgh campaign was on rather different lines from the two already mentioned. In the first place, the traders of Shandwick Place got together with a view to bringing more shoppers to this thoroughfare, but it was decided not to hold a special street shopping week.

It was thought better to concentrate on general propaganda spread over a longer period. With this end in view a very fine booklet was prepared at a cost of £400, and 20,000 copies were distributed. The front cover showed in colour a view of Shandwick Place, while photographs of other views in the street were included in the following pages. A write-up on the locality was cleverly done, and the book was called *The Western Gateway to Edinburgh*.

Mr. Alexander Wilkie, a maker of waterproofs, of Shandwick Place, who

was the moving spirit of this movement, called on all his neighbours in the street, and sold page advertisements at the rate of £14 per page, and £22 for the inside front and outside back covers. The advertisements were then sent to the printers, who rendered to each firm its share of the account direct. Thus the £400 which the booklet cost was distributed over each firm sharing in the scheme.

The booklets were distributed, 5,000 to the best houses in Edinburgh and 15,000 to the country districts.

Unfortunately, the strike interfered a great deal with the effort, since it was declared on the very day on which the booklets were to have been delivered. They were not distributed for this reason until June 1, and it is too early to state the definite results that have been achieved by this co-operative effort. There is little doubt, however, that it has resulted in bigger business for Shandwick Place, and it is possible that traders in other districts might follow the example of Leeds, Glasgow or Edinburgh with considerable benefit to their businesses.



Front cover of the Shandwick Place booklet

cided that it was much better to concentrate on getting busy by day.

In addition to the newspaper advertising the Association are in negotiation for a film to be taken of shopping in Sauchiehall Street to be presented at the leading picture houses all of which are on, or just off, Sauchiehall Street.

Steps are also being taken to get permission for enamel plates to be placed on the side-streets where parking of cars is allowed, as at present few people know which streets may be used without police interference.

A proposal has even been made by one enterprising trader to hold the various seasonal sales at the same time so that a woman can visit every sale in the street in one afternoon.

A point of interest is the fact that no individual firm is mentioned in any of the advertisements. The street is advertised as a whole for the obvious reason that the street itself is bigger than any shop upon it.

Already it is patent that the public have been reading these unusual advertisements, and although actual cash returns are not available for publication there can be no question

## A National Campaign for the Nation's Good

This Week's Advertisements on Coal—Sir Charles Higham on a Dream Realised—"Courageous Business Men"

THE suggestion put forward in the last issue of the WEEKLY by Mr. U. B. Walmsley that the time was ripe for an advertising campaign that would provide a national urge to work is strengthened by a campaign that was actually launched in the national papers on Sunday and Monday.

Full triple columns were filled with boldly displayed "Facts for Miners and Others about Coal."

The campaign is being placed by C. F. Higham, Ltd., and in view of the interest it has aroused, we asked Sir Charles Higham for some details of its inception and organisation. In reply Sir Charles said:—

"These advertisements which I had the honour of placing over the week-end are the realisation of one of my dreams. Many years ago I wrote a book called 'Looking Forward,' in which I said, 'Uninformed democracies were the greatest danger confronting modern States, and that mass education on a new and scientific line could, and should be undertaken for the benefit of everyone.' I had felt for some time that one of the main reasons for the trouble in the coal dispute was that a great many of the facts regarding coal were not understood by the miners, or by the public, and that the more simply these things could be explained, the more likelihood there was of an understanding, and when you reach an understanding you have

gone a long way towards a settlement.

"The gentlemen who backed my idea have no interest, directly or indirectly, in the coal industry, but they believed in the idea and that it was all to the good of the community to test it out. It has been done—and I hope usefully. I gave most of the Sunday papers a whole triple column and a full page to the *Sunday Pictorial* and the *Sunday Herald*.

"On Monday, the *Daily Mail*, the *Daily Express*, the *Daily News* and *Daily Chronicle* carried the triple-column advertisement, and during this week I expect that many of the leading provincial evenings in the coal areas will also carry the announcement.

"I believe this advertisement will have a far-reaching effect, not only in the coal industry, but from the point of view of drawing the attention of the community to the fact that when there is any matter which vitally affects the nation, the quickest and most effective way of informing them of the fact is in the displayed advertising columns of the great newspapers. I have always contended that if one has a message to give to the people of Great Britain, he can get that message simultaneously to all the readers of the newspapers, in one morning, if those who back the idea have sufficient faith in it to pay for the space to express it.

"In this instance I found such courageous business men."

# Where is Instalment Selling Most Efficient?

What Type of Goods is Best Suited to the Plan?—Why is it Taboo in Certain Trades?—A Study of its Possibilities—And Limitations—Where it may Expand

By Cecil Chisholm

THE conditions of the past few months have set a number of makers and merchants thinking hard as to new sales avenues. One of the obvious answers to a completely torpid market is—instalment selling. Yet when individual trades consider this new weapon carefully, their decision is often against its use.

Last week readers of this journal were told a good deal about the "Save the Surface Campaign" of the American National Hardware Association. So successful was this effort to make the American public "paint conscious," that it doubled the turnover of the industry between 1921-8.

Obviously, there is nothing "slow" or old-fashioned about the American hardware traders. Yet they have definitely turned down instalment selling in connection with this very campaign. Last June, the case for instalment selling was put by certain leaders in the "Save the Surface" campaign. The subject was thoroughly thrashed out. And the upshot was a resolution condemning the plan as "economically unsound." Prior to that an "Instalment Quartet" had sung the pathetic ditty reproduced above—which is really too good to be lost.

## Is it Unsuitable?

Here is striking support for what some of my friends consider to be the "old-fashioned" attitude of our own hardware trade to the partial payment system. Briefly, the British hardwareman will have none of it. He regards it generally as unsuitable to his business.

The furniture traders, on the other hand, see it as the normal method of doing business. To them it has all the sanctions of tradition. The house-agents and the furniture dealers, indeed, are the fathers of hire-purchase. Crassus was selling houses outside Rome on the instalment plan two thousand years ago. Our own grandfathers bought their houses (and in many cases their graves) by instalment.

One can find the furniture folk using the scheme almost a century ago. The Countess of Blessington, for instance, remarked in 1828 (*An Idler in France*) that furnished houses could be obtained in Paris "under such terms that the payments for the furniture could rank as purchase

## "A DOLLAR DOWN."

*"A friend of mine bought a gramophone,  
For a dollar down and a dollar a week.  
'This is the easiest graft I've known—  
This dollar down and a dollar a week.  
So he bought a chair and a fountain pen,  
A runabout car, and a stove, and then  
A set of the 'Lives of our Famous Men,'  
For a dollar down and a dollar a week."*

*"Then he bought two brand new radio sets,  
For a dollar down and a dollar a week,  
And a dozen cartons of cigarettes,  
For a dollar down and a dollar a week.  
Then he bought a ring that was fair to see  
For the lily-white hand of his bride-to-be;  
And after the wedding the minister's fee  
Was a dollar down and a dollar a week."*

*"Then he bought a house for his families  
At a dollar down and a dollar a week,  
And then they got sick, the doctor's fee  
Was a dollar down and a dollar a week.  
Then said his wife: 'I must be free;  
These weekly payments are ruining me!'  
So she got a divorce, and the alimonee  
Was a dollar down and a dollar a week."*

money." Which enabled the lady, no doubt, to furnish her home much more fashionably than would otherwise have been possible!

Under the skilful guidance of the furniture trade instalment selling has reached proportions comparable to those existing in America. The Hire Purchase Traders' Protection Association estimates that to-day approximately 50 per cent. of all furniture is sold by instalment; 80 per cent. of pianos and 70 per cent. of sewing machines. The American figure is 85 per cent. to 90 per cent. for furniture and 40 per cent. for pianos. (Of 556 furniture manufacturers, only 18 do business on a strictly cash basis.)

Now the radio business is said to be passing in continually increasing volume to the American furniture traders. Why? Partly, no doubt, because the wireless set is becoming increasingly an article of furniture. Partly, too, I would hazard the opinion, because the furniture people understand the art of instalment selling. And last year 13 per cent. of America's enormous radio output was sold by instalments. In other words the furniture traders are using a powerful weapon of the new inter-trade competition against the wireless, hardware and general dealers.

Are there any other instances in which one trade is gaining at the

expense of another through the correct use of instalment selling on suitable goods?

Certainly, two other types of goods in the hardware field alone seem to offer ground for argument. Of the £2,000,000,000 spent annually in America on instalment buying, £18,200,000 was spent last year on washing machines; while another £8,970,000 went on vacuum cleaners. In this country, the hardware trade is against the idea for both of these articles. But the department stores are enthusiastic over the results obtained by the new plan.

## Wide Range

It is instructive, by the way, to notice the ever-increasing range of articles which the stores bring under the instalment plan. In an American store, of course, you may buy almost anything from a suit to a central heating system in this way; your wife's furs and even her face treatment may be paid for by instalments. Here in London, however, it is astonishing how some houses will extend terms on orders of the most variegated nature.

Post-war conditions in Great Britain were particularly favourable to instalment selling for two reasons. In the first place, there had been created a wealthier class of wage-earner in the relatively prosperous and sheltered industries, who was desirous of buying better furniture, gramophones, pianos, and other articles for small weekly or monthly payments.

On the other hand, great numbers of the middle-classes had suffered severe financial losses. In many instances, owing to their superior education and taste, they were desirous of obtaining a better quality of furniture, motor-car, and of other equipment than their means allowed on a cash basis. So they repeated the experiment of the Countess of Blessington ninety years later. By making use of instalment payments, they were able to buy superior furniture, a better car and more artistic accessories, without involving themselves in serious financial stringency.

While the expansion of business due to instalment selling is not proportionate here to that which is taking place in the United States, it is immense. Particularly remarkable are the successes which have been reached through the sale of what might be called "implements of business."



For instance, one financial house had recently on its books something like 200 miners who had bought commercial vehicles to use in their spare time. More than one company selling office printing machinery has enabled scores of men to set up for themselves in business after the war. After making the first payment, on a duplicating machine, these men met the remaining instalments out of the earnings of the machine.

Generally speaking, instalment selling is still in its infancy in this country. New fields are being exploited on all sides.

#### A Snowball Scheme

Here is a typical instance. The Remington Typewriter Company were recently dissatisfied with the sales reached by a new portable model under slump conditions. They decided, therefore, to offer the machine on instalment terms under a snowball scheme.

In April, 1925, they started advertising portable typewriters for an initial outlay of £2 2s., followed by payments of £1 monthly for the ensuing eleven months. For each customer introduced by the hirer a rebate of one month's instalment was allowed. Thus it was possible for a man to pay down £2 2s., introduce eleven other customers, and pay only the £2 2s. for his portable.

Taking the sales for the six months preceding this offer at an average of £100 per month (a purely fictitious figure), the sales increased as follows in the following eight months:

May, £125; June, £138; July, £135 and August £126 (always bad months); September, £165; October, £210; November, £269; December, £325.

Thus, in the eight months following the introduction of instalment selling, sales were increased by over 300 per cent.

The newspaper advertising over the eight months was increased about

5 per cent. over the preceding six months.

The Government (scrambling after means to sell surplus stock) were probably the first to apply the idea to the sale of horses, aeroplanes and machine tools. You may buy any of these from His Majesty's Government on the "dollar down" plan.

In the case of the motor trade, expansion has been astonishing during the past couple of years. In 1919 very few cars were sold on the instalment system in this country. Last year, it is estimated that from 50 per cent. to 60 per cent. of the £52,000,000 turnover was done on deferred payments.

On the other hand, our jewellery trade seems to have scorned the idea, despite its long spell of ill-fortune. Yet their American colleagues did £20,000,000 of business (or 25 per cent. of its total) last year on the instalment plan.

Which brings us to the interesting point—Where is instalment selling most effective? And why?

#### Luxury and Necessity

To attempt to divide goods into necessities and luxuries is surely beside the point. The luxury of yesterday is the necessity of to-day. Apart from this, people will always pay the next wireless instalment rather than re-paper the study.

Apart from the continual changes in the currents of private expenditure caused by fashion and merchandising skill, the income of the middle classes in most civilised countries could not be reduced to a mere Robinson Crusoe level of existence save by a series of disasters which would bring all industry to a standstill.

A more useful test is that of resaleability. Obviously, goods that depreciate slowly and, therefore, have a high re-sale value are better suited to instalment selling than those which depreciate rapidly. If the purchaser of a piano defaults, after making a few

payments, the owner (or seller) has still an asset of real value left. If a lady who has bought a charming new costume for fifteen guineas sends it back when the third payment is due, the value of the costume may be merely a matter of shillings.

#### Depressions

As the number of defaulters is always small, this loss may be carried as a part of the normal business risk. But every sales system must be planned to take some account of the depressions in the trade cycle. Presuming that a serious depression were felt suddenly, obviously a number of customers would be compelled to default. A firm selling furniture or pianos would possess assets on which a certain amount of accommodation could be obtained in the goods returned. But of what value would scores of soiled women's frocks be to a house faced by a financial crisis?

It may be, as some critics point out, that a high re-sale value is only nominal, if there is no way of re-selling. But the critics forget that accommodation at the bank, on even a low valuation of stocks, is an anchor on which the storm may often be weathered—when the goods will again possess a market.

The motor-trade in this country has done much (with the help of its energetic trade Press) to organise on business lines the market for second-hand cars. Certain other trades now using instalment methods would find the methods of certain motor manufacturers and traders well worth study.

To sum up, the opportunity for instalment selling in very many lines of goods with a slow depreciation seems to be almost incalculable. But the maker of more perishable commodities who takes up this method must think twice as to how he proposes to deal with the situation during a financial crisis. Probably there are other methods available for speeding up sales which do not entail such risks.

# LET HIGHAM do *your* Advertising

Visit Sir Charles Higham and his Organisation  
at  
IMPERIAL HOUSE, KINGSWAY, LONDON, W.C.2.  
Telephone, 1050 Regent.

# Property Advertising



THE advertising in "The Times" comprised under the heading of "Properties"—estates, country and town houses, flats, etc.—showed an increase in volume in 1925 of more than 500 columns.

More and more estate agents and auctioneers are finding that "The Times" is the paper that introduces them to clients who want the best homes England can provide.

Readers able to respond to this class of advertising are the best "prospects" for all high-class goods.

THE ADVERTISEMENT MANAGER,

**The Times**  
PRINTING HOUSE SQUARE  
L O N D O N · E. C. 4

# Regaining Goodwill from a Public that had Grown Critical

How the Southern Railway Restored its Prestige—Telling the Truth and Giving the Service—A Combination that Tided Over a Difficult Time

By H. C. Ferraby

**I**F mothers-in-law had a union they might, perhaps, kill one of the stock jokes of the comedian and the comic artist. Two years ago the Southern Railway was in danger of becoming one of the world's easy laughter raisers. The joke is being killed. It is weeks since I saw any gibe at the Southern in a comic paper.

Publicity is killing the joke and the danger. Telling the truth about the difficulties and troubles with which the engineers, the builders, and the traffic men were grappling in order to provide an efficient service, is winning for the company the prestige that was being drowned in a sea of giggles and guffaws.

It has been done by novel methods in public utility advertising. It would, perhaps, be indiscreet to say

that much of the novelty consisted of telling the truth, but in actual fact there can be no doubt that the frankness of the publicity of the Southern Railway in the past eighteen months has been one of its most valuable features.

The story of the inception and the carrying out of the campaign was outlined to me this week by Mr. John B. Elliot, Public Relations and Advertising Assistant to Sir Herbert Walker, the General Manager of the Southern Railway.

"When I took over, in January, 1925, the post of Public Relations Officer," he said, "the public and the newspapers were unaware of the enormous preparations then in hand for the Southern's £8,000,000 suburban electrification scheme. It had been felt that no good would result from publicity in the very early stages when there was inevitably a long wait before the promises could be redeemed.

"It will be remembered that the previous summer, that of 1924, had seen the first combined time-table on the Southern, and its working, while excellent on some sections, was not the success that had been hoped for; the public, through the newspapers, complained, and a very difficult period had to be faced.

"Here was the main-line service definitely out of public favour, and in the immediate future loomed the further disorganisation that was inseparable from the reconstruction of the vast London suburban area.

"In the General Manager's judgment, the time had come to tell the public what was proposed, and, by a policy of frank and wide publicity, to win their confidence and enlist their sympathies.

"For a month I busied myself with getting to know the chief executive officers personally. At the same time, a number of conferences with the General Manager took place, which were really interviews, since I plied him with questions on every aspect of the situation, and carefully stored away the information thus obtained for future publication. I realised, as I think anyone with a newspaper training would have done, what an enormous enterprise this electrification scheme was, and how interesting it would be to the great public which the railway served.

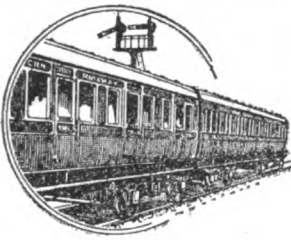
"That interest has been, of course, one of the mainstays of the whole campaign. It was one trench cap-

tured before the guns spoke, because it meant that the public did not have to be forced into focussing attention on the scheme.

"It was obvious that, with the editorial columns more or less unfriendly, it would have been stupid, as in my opinion it nearly always is, to have attempted a conversion of public opinion by 'press-agent' methods, that is, by simply flooding the News Editors with 'puffs' and 'stories,' and hoping for the best. We had to create in the minds of the journalists, and through them, the public, the state which says 'Give them a chance. Let's hear *their* side.'

"Therefore, it was agreed to make a series of announcements in the advertisement columns of the national

SOUTHERN



600

SIX Hundred Coaches at present in service on the Southern Railway are being withdrawn this year.

THEIR places will be taken by modern, comfortable, electrically-lit carriages now being built for the £8,000,000 suburban electrification scheme.

67 million more passengers were carried by Southern lines last year than in 1914—one of the greatest increases in railway history.


THE carriage deficiency is being reduced month by month. Electrification—two years of unceasing work—is at hand to help solve the problem of an evergrowing traffic.

1

SOUTHERN RAILWAY

actively engaged in the Public Service

H. A. WALKER, GENERAL MANAGER



Telling the facts about replacements



## Knights of the Rail.

**T**HERE are few stories in the romance of English history which are better known than the mystic legends of King Arthur and his Knights of the Round Table.

Tennyson has recorded that as a new-born babe the King was washed up by the angry seas at the foot of Tintagel Cliffs. Cornishmen will tell you—and they should know—that the old ruin on Tintagel Cliff is King Arthur's Castle; they will show you the sea boiling angrily round Merlin's Cave; and you may stand to-day at Slaughter Bridge and ponder over Arthur's last battlefield.

• • •

The 46 giant new engines of the Southern Railway, which, Summer and Winter, speed their way to King Arthur's Country in North Cornwall, are to be known as the "King Arthur" Class; and each will bear on its side, in shining letters, the name of a Knight of the Round Table, or of some character or place in the mystic story of King Arthur.

Thus is Romance well served, and the travelling Public also. For these engines are of mighty dimensions; powerful and sure, as were those whose names they bear.

*Built in Britain, by skilled British workmen, for your greater convenience.*



SOUTHERN RAILWAY

actively engaged in the Public Service

H. A. WALKER, GENERAL MANAGER

*Introducing the King Arthur engines*



# POSTULATES

## *Let it be granted:—*

THAT the basis of sound advertising is the choice of a medium suitable to the product advertised.

THAT if the Product be of Quality and Worth, the medium chosen must have Readers of sufficient standing and means to buy that Product.

THAT Readers attracted by Free Insurance Schemes, Competitions, etc., are, in the mass, not purchasers of Quality Goods.

THAT the cost of these methods of procuring impressive sales figures has to be paid for — by the Advertiser.

## Axiom for Quality Advertisers

INCLUDE

**The Morning Post**

*The Penny Quality Daily*

NO WASTE SALES

EVERY COPY PULLS

MORNING POST BUILDING,  
346, STRAND, W.C.2.  
Telephone : City 1500.

PERCY WATSON,  
Advertisement Manager.

daily newspapers, and provincial journals in the area served by the Southern Railway. This would show that we were not afraid to come out in the open and state our case, and the campaign would benefit from the very 'atmosphere' connected with the words 'Southern Railway.'

"Let me explain this. It is a British trait that there is always sympathy for the 'under dog'—if the 'under dog' shows fight. Well, this particular 'under dog' had been quietly preparing for some time, and I was certain that, once public opinion had been seriously tackled, the very bias and prejudice which existed would be better ground to cultivate than a public opinion indifferent and uninterested.

#### The First Announcement

"I think the first announcement 'The Truth about the Southern,' made an impression. It told a story that was familiar, I admit, but one that the public had forgotten; and the war record of the three Southern lines was, after all, earned at the expense of its post-war record. That needed to be stated as a basis for everything that followed.

"Within a short time, the first of a series of half-double column announcements was released, all of them being concise statements of fact which either explained some temporary shortcoming, or sought to contradict some untruth or mis-statement.

"As soon as we felt that the public was taking notice—a simple matter, to be gauged by the amount of correspondence reaching the General Manager—an announcement was made in the advertisement columns concerning the Electrification Scheme.

"Here," said the News Editors. 'This is news! This is interesting. We must have a story on this. Go down to Waterloo and get some more.'

"When that stage was reached I told the General Manager I was sure we were on the right road.

"Naturally advertisements alone could not fill the bill. They were essential to convince the public of good faith at first, but more was needed. So the twin aid to advertising had next to be devised and applied—INFORMATION.

"With Sir Herbert Walker's full approval, I formed an 'Information Section' of the Advertising Department at Waterloo, and for the first month or so saw every reporter myself. At the outset the news editors were inclined to ignore us when things went wrong—as they frequently did during the earlier reconstruction days—and, in consequence, their papers gave inaccurate or incomplete accounts of such incidents. When this happened I made it a rule for someone to get in touch with the news editor con-



## A Greater Electric

THE suburban electrification decided on by the Southern Railway at its formation in 1923 is nearing completion.

WITH the portions of the South Western Section electrified in 1916, and those on the Brighton finished in 1912, the system will form the largest suburban Electric railway in the world.

Opens April: July (2 sections).  
December, and early next year.

Total mileage—650.  
Total cost—£8,000,000.

More trains; new coaches.



**SOUTHERN RAILWAY**  
actively engaged in the Public Service  
H. A. WALKER, GENERAL MANAGER.

*Giving some facts about electrification*

cerned, and give the full and accurate story—whether in our favour or not. Gradually the news editors began to recognise the Information Section as being an aid to themselves.

"To-day, I do not think there is an Information Department in London which is more fully made use of by the newspapers in search of all kinds of railway and transport news than the one at Waterloo.

"The electrification scheme involved four separate sections of line, each with a different opening date, serving a different district, and with different conditions and difficulties. To each in turn we applied every phase of modern publicity. The aim was simple. 'Make it clearly known to the particular public affected exactly what is happening; why, how and when; and what it is costing.'

"Finally, came the decision to close Cannon Street Station. This was, perhaps, as big a railway enterprise as any of its kind ever attempted, and we realised fully that, for success, we needed not only the technical efficiency which has been so strikingly demonstrated recently but also the sympathy and help of the public.

#### Public Service

"The electrification scheme apart, there were numerous other features needing publicity, all of which helped to hammer home the slogan 'Actively engaged in the Public Service.'

"There was the introduction of the new express engines—nearly 80 of them—and the suggestion to give them names. To-day the 'King Arthur' class is known all over the world. There was the vast bridge rebuilding scheme, to enable the 'King Arthurs' to be carried—a good picture-feature this; the ingenious 'colour-light' signalling, which has attracted attention among railway men in every country; many new stations and lines; the wonderful freight-marshalling yard at Feltham—the admiration of American railways; and the new oil-burning glass-sided channel steamers—these and many more were some of the fascinating stories which have been told in the last 18 months.

Obviously, the vastly improved services themselves are winning back the public, but publicity has fostered the impression—a true one—that those responsible for the management are 'go-ahead,' modern, progressive; and, last but not least, have brought traffic to the new lines, and on more than one occasion caused a rise in Southern stock in the City.

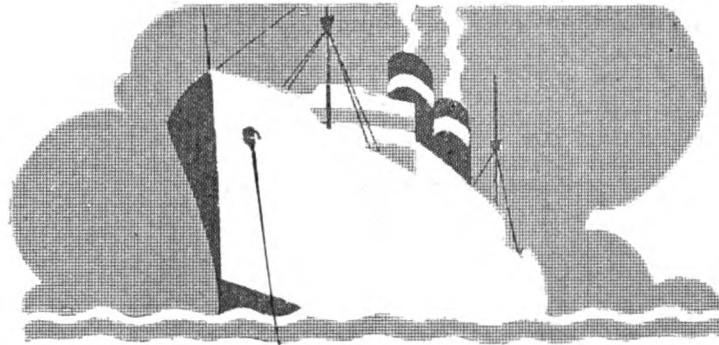
"The old advertising principle that a good thing will 'go' anywhere was never more clearly demonstrated under difficult circumstances. The story I had to tell was TRUE. That is all there is in it."

#### PUBLICITY COMMITTEE FOR MANCHESTER CIVIC WEEK.

In connection with the Civic Week which is to be held in Manchester from October 2 to 9, the Lord Mayor has appointed a Publicity Sub-Committee consisting of the following: Councillor A. P. Simon (Chairman), Mr. C. W. Tonge (advertisement manager, *Manchester Guardian*), Mr. E. Schofield (Northern advertisement manager, Allied Newspapers, Ltd.), Mr. A. Fryers (a director of Osborne-Peacock Co., Ltd.), Mr. H. L. Hardwick (publicity manager of Kendal Milne and Co.), Mr. S. F. Wicks (a director of Cross-Courtenay, Ltd.), Mr. W. C. Swain (of Hoover, Ltd., Secretary of the Manchester branch of the Sales Managers' Association), Mr. W. A. Wilson (of the Piece Dyers Association), Mr. J. L. Edmondson (of the Federation of Calico Printers) and Mr. J. Vincent (of Allied Newspapers, Ltd.), who has agreed to act as honorary Secretary.

#### OLDHAM AT BOWLS.

The proprietors of the *Oldham Chronicle* last week commenced their Championship Amateur Bowling Tournament for the town in the public park. A record entry of 250 players was received. Two nominees from each bowling club entered. The gate proceeds are all for local charities.



## THE SHIP THAT ANCHORS SAFELY

The ship that makes port safely in record time has not always steered the shortest course—as the crow flies.

Study its chart. Here shows a long swing Southward to avoid icebergs; there a swerve East that gained advantages of wind and current. In fair weather it was “full speed ahead,” but “slow” through fogs; though the channel wound, it *was followed* and the bar was crossed at full tide.

Just so with the Mass Mind, the sea your product must navigate before dropping anchor in Prosperity. It is a sea with winds and currents of its own and dotted with rocks and shallows, but for all that it *can be charted*.

For seventy-five years it has been the privilege of Mather & Crowther Ltd. to render that Service to a host of clients. They have studied the “man and woman in the street,” their likes and dislikes, and have gathered much data as to what, when and how they buy.

Therefore, either in launching a new product or in giving fresh impetus to one already established, the help of Mather & Crowther Advertising is certain to be useful.

*Enquiries and visits from Business  
Principals are cordially invited.*



### MATHER & CROWTHER LTD.

MODERN ADVERTISING

10-13, NEW BRIDGE STREET

LONDON, E.C.4



# Ad. News in Brief

## Dinner to Sir Andrew Caird—Changes of Appointments—New Opportunities, Exhibitions and Developments

### On Golf Holiday

Mr. George Murray (Pool's Advertising Service) and Mr. John Harrison (Oxo) are leaving London next week for a motor-golfing holiday.

### "Paris Telegram" Change

Mr. W. T. Cranfield, of 9, John Street, Adelphi, has been appointed London correspondent of the *Paris Telegram*, with control of its business interests in Great Britain and the Dominions.

### To Mr. Alan Cobham

A cable, signed by Mr. Wareham Smith, has been sent to Mr. Alan Cobham from the Aldwych Club, sympathising with him in the loss of his mechanic, Mr. Elliott, who is well known to all the members of the club.

### Coal Advertising on Sunday

We understand that the campaign about the coal industry referred to in the interview on page 38 will be continued with further displays next Sunday.

### Canadian Papers Directory

McKim's *Directory of Canadian Publications* for 1926 is now published. It contains details of every town in the Dominion, and the papers and periodicals published in the district.

### Using the Coal Shortage

Shredded Wheat have used the coal shortage very cleverly in the advertising this week. They have linked up this with the hot summer days—and the fact that Shredded Wheat needs no cooking.

### Billposting Stations Listed

The General Billposting Co., Ltd., have issued two booklets detailing the posting stations owned by them in the North Shields, South Shields and Tynemouth districts, which include over 150 different positions.

### New Scottish Church Paper

Mr. John M. Maclean, whose new address is 7, Royal Bank Place, Buchanan Street, Glasgow, has been appointed advertisement manager for the new Scottish churches weekly newspaper, the title of which will be announced shortly.

### The Trackless Train

The trackless train, a smart advertising idea, reached North-East Coast last week, on its world tour. The train serves a threefold purpose: to demonstrate the usefulness of trackless trains, as propaganda for the British Legion and to form an advertisement for Jury-Metro-Goldwyn films.

### Advertising Wedding

An interesting wedding took place at Manchester Cathedral on July 6 between Mr. W. S. Harris, advertising manager of Karswood, and Miss May Jarvey, who has acted as personal secretary to Mr. Alfred Marland, advertisement director of Kruschen and Karswood since 1919. Twelve weddings have taken place in the Kruschen offices during the last two years.

### Joins the "Daily News"

Mr. H. W. Morris-Pugh has now joined the advertisement staff of the *Daily News*. For many years he was advertisement manager of the *Pall Mall Gazette* and *Reynolds's Newspaper*.

## TALKED OF THIS WEEK

You must have an -  
**ALL-STEEL**  
**CITROËN**  
THE GREATEST CAR DEVELOPMENT OF THE AGE!  
SAFETY and STRENGTH  
COMFORT and ELEGANCE.  
£225 for £195.  
British Works at Slough Now Open!

The new Citroën advertisement in which the steel-work of the car is introduced into the copy

### An Agency Merger

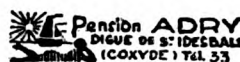
The A. J. Donaldson Publicity Service has now been merged with that of the Sidney Reeve Service at 7, Fisher Street, Southampton Row, W.C.1.

### Rates Increased

From September 1, the advertising rates of the *Universe*, the Catholic weekly, will be increased, and new tariffs are now obtainable. The change is necessitated by the increase in circulation.

### Models Exhibition

The *Model Engineer* is organising its eighth Model Engineer Exhibition at the Royal Horticultural Hall, Westminster, S.W., from September 17 to 25. The exhibition will include models of every type, including commercial models for publicity purposes.



The smallest lay-out in the world. An advertisement in *La Metropole* of Antwerp, measuring  $1\frac{1}{2}$  inches by  $\frac{1}{4}$  inch

### "Vendre's" New Address

The new address of the French advertising journal, *Vendre*, is 20, Rue Vernier, Paris.

### New Machines Installed

J. Weiner, Ltd., have recently added two up-to-date two-colour offset litho machines to their plant, and have demolished the last obsolete type of machine.

### Manchester Textile Exhibition

From October 4 to 9, during the Manchester Civic Week, the *Manchester Guardian Commercial* is holding a textile exhibition, which will cover cotton, artificial silk, linen, jute, wool, silk and associated industries.

### Economics in an Advertisement

On the front page of the *Daily Herald*, on Tuesday, the Shirt Manufacturing Co. published their solution of the present economic problems. It was an  $8\frac{1}{2}$ -inch double, and contained a diagram of their "National Scales" remedy.

### Less Space in Italian Papers

It was announced in Italy last week that the size of newspapers is to be restricted to six pages in order to reduce the national paper import and consumption. The sufferers by this regulation will be the *Corriere della Sera*, the *Stampa*, and so on, which normally appear up to ten pages.

### Provincial Rates Wanted

Mr. Ernest Cock, the recently-appointed publicity manager of the United Automobile Services, Limited, is now busy organising his new department, and would be glad if provincial papers circulating in the Northern, Midland and Eastern counties would send their current advertising tariff cards addressed to him at Laundry Lane, Lowestoft.

### Belgian Advertising Exhibition

The Circle des Etudes Publicitaires of Brussels are organising an exhibition of Belgian Advertising Art early in October, and have invited the Editor of the *ADVERTISER'S WEEKLY* and Mr. Fernand A. Marteau (Continental Manager of Gordon & Gotch, Ltd.) to address them at the opening ceremony.

### Advertising by Gramophone

A novel application of the gramophone to advertising made at the Ironfounders' Exhibition by the Denbigh Engineering Co., who, to show the ease with which one of their hand machines could be run, drove it with an old "His Master's Voice" motor. At the same time, the merits of the mechanism were proclaimed from a gramophone record, specially made for the occasion.

### Y.E.N. Report

The annual report of the *Yorkshire Evening News* announces the payment of the full dividends for the year on the 6 per cent. cumulative preference shares, the  $7\frac{1}{2}$  per cent. cumulative "A" preference shares, and the 10 per cent. cumulative preferred ordinary shares, less income tax, and a dividend of 15 per cent. for the year, less income tax. £10,000 is to be reserved to meet special expenditure and losses resulting from the general strike and the coal strike, £1,000 is to be placed to income tax reserve, and the balance is to be carried forward to the current year's accounts.



# Winning Campaigns

THE profession and practice of advertising, whether through the public Press, the outdoor Poster or the printed page, is not only a science in itself, but constitutes the Infantry, the Artillery and the Supply Service of a competent sales force.

Like a good General, the skilled advertiser must always be ready with a change of front or a new disposition of his forces to meet every change of attack. The opposing move must be instantly met by counter move, and orders issued which, like those of Wellington at Salamanca, shall take effect with co-ordinated precision.

Such is the service, and such are the resources offered by—

**DAVID ALLEN SERVICES**

*Controller :* Lt.-Col. G. S. Hutchison, D.S.O., M.C.

*Press*

*Posters*

*Printing*

1 Wardour Street, W.1.

# Back from Philadelphia!

First Two Delegates Return — Mr. Teasdale and Mr. Illingworth give their Impressions—Features of the Convention

THE first of the delegates to return from the Philadelphia Convention have arrived back in England.

Mr. W. T. Teasdale, advertising manager of the L.N.E.R., interviewed by a WEEKLY representative, gave some of his impressions of the convention.

"My chief impression," he said, "was the way in which everyone worked. All of the departmental sessions were packed to capacity, in spite of the tremendous heat. At the general conferences there was great enthusiasm, and the various business sessions did a great amount to make the convention useful and successful.

## Leadership

"Colonel Lawson was a splendid leader. In an unassuming manner he looked after the whole delegation, made some of the best, most concise and helpful speeches of the convention, and made the British delegation very proud of him.

"Col. Watts Allen and Sir W. H. Veno also made splendid speeches, and from the point of view of the British delegation the convention was an undoubted success.

"A very interesting feature was the Exhibition of Advertising. It was an immense display and it proved, I think, that equally good copy is produced in England as in America. The Women's Advertising Club of London deserves a special note of praise for the exhibit of women's advertising colour-work that they sent out. It stood out from all the other exhibits and did them great credit. It was actually one of the most talked-of pieces of work in the display."

Asked about the lighter side of the convention, Mr. Teasdale said that the entertaining was of the very best. The New York Advertising Club went out of their way to make the stay in the city enjoyable, and the Poor Richard Club of Philadelphia charmed all the delegates with their hospitality.

"The business firms of Philadelphia, too, were very open with their invitations to visit their factories. I understand that everyone is coming back to England primed with a Stetson hat as a result of one visit, but, unfortunately, I left before this tour, and the result is that I have the same hat as that which I took away!"

"We were all enormously proud of the picture which Sir Charles Higham presented to the Poor Richard Club. It is placed half way up the main stairway, in a prominent and well-lighted position, and looks really excellent. Incidentally, some of the American speakers got a little mixed over the names of Sir Charles Higham and Charles II. There is no doubt that the gift is very greatly appreciated by the Philadelphians.

"The Sesquicentennial Exposition, although far from completed, provided a very interesting display, and altogether I can surely say that the convention has been exceedingly useful and interesting."

## Undoubted Success

Mr. E. N. Illingworth, who arrived in Plymouth on board the *Mauretania* at 6 a.m. on Tuesday, had an interesting trip back, since during a fog one night the captain received the news that he had been knighted in the Birthday Honours. The celebration of Inde-

pendence Day on board was another novel experience.

He said the convention was an undoubted success. The only trouble was that the programme was so interesting that one wanted to cut oneself in three parts to attend all the sessions.

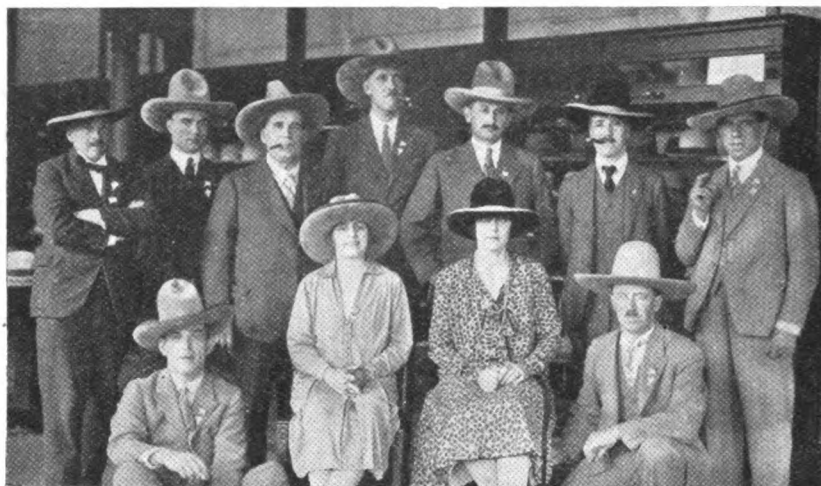
Mr. and Mrs. Staples of New Zealand travelled farthest to the Convention, and they are coming to England on their way back.

One of the chief impressions Mr.

Illingworth received was the excellence of the New York and Philadelphia window displays. They are all lighted until 1 a.m., and in many shops it is possible to do business until midnight. "I could have bought a shirt at 12 o'clock in one of the principal shops in New York," he added.

The entertaining by the New York Ad. Club and the Poor Richard Club was superb, and the time spent at the Westchester Country Club, Biltmore, was wonderful. Perhaps the pageant of advertising at Philadelphia was one of the most remarkable features of the convention.

Mr. Illingworth paid a tribute to Mrs. Lawson, whose charm was one of the happiest memories of the delegates. She was a great favourite in America.



Some of the British delegates at the Stetson hat factory

## Mr. Robert Thornberry's Silver Wedding

An Appreciation by an Old Friend

TO mark the occasion of their silver wedding, Mr. and Mrs. Robert Thornberry are being entertained by the Publicity Club of London, and other friends, to luncheon at the Hotel Cecil, on July 14.



Mr. Thornberry

For several years he was with the *Christian World*, which he left to join Sir Charles Starmer's group at Newspaper House, where he spent a busy and, undoubtedly, a very happy time. To-day he is Advertisement Manager of the *Daily Graphic*, a post to which he was appointed by Sir William and Mr. Gomer Berry last year.

The names of Robert Thornberry and Fleet Street are synonymous. For nearly

thirty years they have been "part and parcel" of each other, so to speak.

Robert Thornberry is the son of a well-known Church of Ireland clergyman, and he may be said to have commenced his busy life as early as the age of twelve, when we find him a pupil teacher at a night school. He is a Past Master of the Vincent Lodge; P.Z. of the Vincent Chapter; a Founder of the Shirley Park Lodge; a Founder and P.Z. of the Shirley Park Chapter; Past Patron of all the Masonic charities, and a Founder of the Aldwych Club Lodge.

Everyone knows of his great activities in connection with the Publicity Club of London, and appreciates the strenuous efforts he has made to make this club a real live institution.

One always sees Robert Thornberry at his best in Fleet Street. But there is also another best side of him. He is a most generous-hearted man, ever ready and willing with his help to those who have struck a bad patch. What he has done for many would fill a book, but very few know the volume of his benefactions.

At the offices of the *Daily Graphic* last Friday Mr. Thornberry was presented by the staff with a very handsomely engraved silver salver, on the occasion of his silver wedding.



**Rarely a month  
passes but  
some famous  
firm adopts  
SAWARD BAKER**



**SERVICE**

**DUNVILLE'S WHISKY**

**JUNE**

**Jan**

**Feb**

**March**

**April**

**May**

Founded in 1808, Messrs.  
Dunville & Co. Ltd., were,  
we believe, the first advertisers of whisky.  
It is now our privilege to assist in carry-  
ing on the fine advertising tradition they  
have maintained for more than a century.

**DEL MONTE CANNED FRUITS**

**1912**  
GLAXO  
MACDONALD SMITH  
DAISY LTD.

**1913**  
IRON JELLOIDS  
MCCLINTON'S  
COLLEEN SOAP  
PALATINE SPORTS  
SHOES

**1914-1919**  
A. WANDER & Co.  
LTD.—  
OVALTINE  
GIBBS DENTIFRICE  
GIBBS  
COLD CREAM SOAP  
GIBBS  
SHAVING STICK

**1920**  
POMPEIAN BEAUTY  
PREPARATIONS

**1921**  
FITU CORSETS  
HEY & HUMPHRIES  
BENGUE & Co.

**1922**  
NIL SIMILIE SHOES  
CRISTOLAX

**1923**  
HAYMILLS HOUSES  
WALTERS  
PALM TOFFEE

**1924**  
ROTHMAN'S PALL  
MALL CIGARETTES  
YOUNGER'S  
SCOTCH ALE  
GIBBS  
SHAVING CREAM  
LONDON SCHOOL OF  
JOURNALISM  
NATIONAL BANK  
A. BOURNE & Co.  
LTD.  
OVALTINE RUSKS

**1925**  
BARKER & Co.  
(COACHBUILDERS)  
LTD.  
DRUMEDARY DATES  
SEASHELL TOBACCO  
VULCAN MOTORS  
FORTPHONE  
WEST RIDING  
BOTTLING Co. LTD.  
JECOMALT

The list of firms mentioned in  
the two vertical columns prove  
that Saward Baker retains the  
confidence of its clients over  
many years. That proves sound  
service.

The growth of our business as  
indicated above is proof that  
our methods are progressive  
and are being even more  
widely appreciated.

**SAWARD, BAKER & Co. Ltd.**

Telegrams  
SABAZIA, HOLB, LONDON

*Advertising from A to Z*

Telephone  
HOLBORN 5528 (5 LINES)

**27 CHANCERY LANE, LONDON.W.C.2**

# Encouraging the Reader's Interest in Advertising

By H. Wentworth-James

**Y**ESTERDAY I picked up a fairly prominent French journal. Conspicuously displayed in the editorial pages was an announcement to the effect that the director of the newspaper could accept no responsibility for the probity or the trustworthiness of the advertising contained therein. And a glance at most of the advertisements was an excellent reflection and example of the fruits of such a policy.

We are, in this matter, far ahead of the Continent. The *Daily Mail* has shown its traditional enterprise in the encouragement of honest advertising, attractively presented. Few people, outside those who knew him well, realise the great interest taken by the late Lord Northcliffe in the advertising contents of his paper. He was an extremely keen judge of good copy, and some of his observations concerning the manner in which advertisers used or misused the *Daily Mail* front page were illuminating and piquant.

## Gaining Confidence

Among others, Mr. H. Simonis has done excellent work in helping reader interest in advertising, so has Mr. Philip Emanuel and Mr. John Hart. All these gentlemen, and others who are working with the same aims, have planned (1) to gain the readers' confidence in the dependability of the goods advertised; (2) to induce her and him to study the advertisements.

Advertisers are not all of the calibre of Selfridge and Drage. Among them are many doubting Thomases who need counsel and encouragement. They sometimes wonder pessimistically whether anybody ever reads advertisements. Strange, but true.

Some while ago the *Star* inaugurated a very clever shopping competition in connection with its advertisements. As I was appointed judge of the competitors' efforts, I had ample opportunity of discovering the manner in which the readers responded. It was, I confess, an eye opener to me, and many a timid junior advertiser was shown, as the result of this competition, what advertising in a big national daily really means. Clever schemes of this kind are not thought of every day, but the field is large and the results very much worth while.

## Capitalising a Weakness

I do not think that the newspaper and periodical Press of this country, as a whole, realise that nearly every one thinks he or she can write a telling advertisement. This weakness in human nature is not capitalised as it should be—to the encouragement and betterment of collective advertising.

Some while back the Royal Typewriter searching for a slogan for its machine decided to offer valuable prizes for competition among the public. The results exceeded their most sanguine expectations. Not only did they secure a very fine slogan—"Compare the Work"—but they also obtained splendid publicity at exceedingly moderate cost.

I should like to give another example which surprised me by its great success. Some while back I was connected with a journal on which much money had been spent with meagre results. I inaugurated a competition among the readers to discover the best and most economical methods of making the paper known. I had feared a tepid response, but the results were little short of amazing and some of the suggestions were eminently good and workable.

Some of us, too many I fear, professional publicists are apt to undervalue the interest of the ordinary reader in advertising and his ability to fashion telling copy. We are too close to the wood to see the trees. It is perfectly true and obvious that the amateur cannot lay out the professional and perfectly finished product the way we can. But she and he can sometimes confound all our wisdom by a flash of genius or inspiration which gets there with a solar plexus punch. And this is the sort of thing we ought to foster and encourage.

## Following beaten Tracks

The Editor of the ADVERTISER'S WEEKLY has shrewdly pointed out that some recent advertising competitions fail to disclose much except a sheep-like adherence to accepted standards. It is natural that the amateur should follow in the wake of the professional, particularly if he feels convinced that this is the path he must take if he would gain a prize. We require competitions calculated to bring out the initiative and cleverness of the many thousands of clever people who are among our readers. They should not be obsessed by examples, however good. They should be given a free rein, for in this way we shall not only bind their interest closer, but may also strike a new lode in the mine of advertising.

A smart publicity man doubled the revenue of his "smalls" in less than two months by a short snappy article each week dealing with all phases of small ads. He showed how much could be got in little, how a small ad. could best attract attention in its opening, the best way to compose a "small," the sort of people who could use it, explanations of abbrevia-

tions, etc., etc. Each week he gave a prize for the best suggestion on a postcard. It was an idea that helped his proposition, and helped the cause of advertising.

The news in advertising is, as yet, only partially developed because, as newspaper men know, the gift for news assembly and presentation is not given to everyone. About a week or so before the strike, I noted some half-dozen attractive shows announced by the greater and smaller stores. Now I respectfully submit that this sort of thing is "news" although conservative newsmen may sniff and remain convinced that Mrs. Shopley is much more interested in the creation of a new political party than a mannequin display at Harrods or a corset demonstration at Barkers. It is, moreover, news of intense interest to thousands of purse carriers. I think it would pay the Press to employ a sort of liaison officer to bridge the gulf (much narrower now) which still exists between the advertising and the editorial. Such a man should have the news instinct of course, and be familiar by practical experience with the workings of both sides of the fence. It would be an important job and confer all round benefit.

## Finding the Interest

"Write ups" of advertisements are usually feeble things because they lack life; they are done in a hurry by some junior on the editorial or advertising staff and they have, usually, a somewhat apologetic air as if to say, "excuse us, we've really no right in the news, but here we are and, anyway, we're only a stickful." An advertorial newsman would present the news in advertising without regard for space occupied by the advertiser's announcement. He would search for the human interest and get the story which quite frequently evades the skilled copywriter who is minus news instinct or news training. His coming would sound the death knell of "write-ups" which are feeble in expression although honest in worth.

Most of us know how chagrined we feel if we have missed an interesting item in the evening or morning newspaper. It is easy to do so and the up-to-date editorial staff adopts various expedients to discount this possibility. I think the principle should be extended to advertising. Reputable publications back their advertising because they have now learned that this is the policy which pays. The second step is to use every possible endeavour to secure the reader's interest in the advertisements.



5  
FULL  
PAGES

*Again!* For the second time in two weeks Manchester retailers use the Evening Chronicle to clear stocks. Twenty-one retail establishments occupy five pages in one issue of the Evening Chronicle. Another record!

EVENING CHRONICLE

One of the

'SOWERS'



ALLIS HOUSE, TALLIS STREET, LONDON, E.C.4, & WITHY GROVE, MANCHESTER.



# How to Edit a Sales House Magazine

The Man in Charge is of the Utmost Importance—Human Interest reflects the House

By Thomas Dreier\*

A FRIEND of mine, in trying to avoid hitting a car that shot into the boulevard from a side street, drove on to a safety zone and knocked down a girl, cutting her head and rendering her unconscious. He carried her in his arms to a hospital a block away and kept telling her how sorry he was, explaining to her over and over just how the accident had happened. He was eager to get her to understand that he was not entirely at fault and that the real culprit was the fellow whose car dashed in without warning. He knew she was unconscious, yet he so wanted to get the truth to her that he kept on talking to her as if she understood every word.

Later, when he accompanied a policeman to the hospital and the officer began asking questions, he was astonished to hear the girl telling his story word for word. She had no idea where she got the facts. She told her story as if she had seen everything. In reality, her back had been turned and she had actually seen nothing. She even grew indignant when the policeman asked her if she would appear in court against the man who had knocked her down. She refused to make any trouble for a man who, she knew, was not to blame.

What my friend had said to her over and over again on that short walk had registered upon her sub-conscious mind. She didn't know that he had put it there, and he himself had not known that he had managed to pass any of his story through the armour of her unconsciousness.

## Getting the Effect

That is the way a properly edited sales publication works. Just as my friend was unable to tell what effect his talk was having upon the unconscious girl, so it is impossible to judge the full effect of a sales publication upon those to whom it is sent. My friend had no idea that the girl had received any part of his message. He talked simply because he was deeply stirred emotionally and wanted this girl to know he was not a reckless driver. He wanted her to believe in his essential all-rightness. It was not, however, until he really needed her testimony, when the policeman came for evidence, that he knew his message in some way had penetrated to her sub-conscious mind. This message had found its way through her unconsciousness because he had repeated it over and over and because he meant every word he spoke. He felt that he was right and he wanted the girl to feel the same way. It was the quality of his manhood he desired to make known to her.

It has always seemed to me that the chief function of a properly edited sales publication is to make known to its readers the quality of the manhood of its publisher. Of course, it must be profitable in a money-making sense, just as any successful man ought to be self-

supporting, but to think of it solely as a money-maker is to set for it a standard which in my opinion is altogether too low. A sales publication will sell goods. It will bring in orders. It will do many fetch-and-carry things of that kind. But so will catalogues, folders, broadsides, circular letters, newspaper and magazine advertisements. In fact, those other forms of advertising may do a far better job as captors of orders for those who want results immediately.

What, then, is the function of a properly edited sales publication? What is the task that confronts its editor?

He must create a publication that will represent not only the tangible but the intangible. It must not only make known to its readers the products of the house, but it must make also known the policies. It must have in it that kind of material which will enable the reader to judge accurately of the quality of the manhood of those men in the company who shape its policies and set its standards. It must be an emotional as well as an intellectual expression. It must serve as a substitute for a personal visit from the dominating executive.

## The Ideal

Under ideal conditions the kind of sales publication I have in mind would be edited by the dominating executive himself. Under those same ideal conditions the work would not be done by an outsider. It was Aristotle who said that the best government is an autocracy whose autocrat is a philosopher—a lover of wisdom, just, honest, of good intent. Next to that is an autocracy whose head has as his adviser a philosopher—a man who places his knowledge and his qualities of manhood at the disposal of the man who possesses the power to put right policies into action.

Inasmuch as ideal conditions do not exist, and few if any heads of businesses possess the ability as writers and editors to edit a publication properly, an editor must be chosen who has the necessary technical skill and who can deal with his employer on terms of equality. He must have the imagination to see what the head of the business sees. More than that, he must often have an imagination which will enable him to see things the executive ought to see but doesn't. In the hands of such an editor a publication will become more than a thing of ink and paper. It will have a soul. It will be alive. It will carry forth creative ideas. Such an editor will create, assemble and distribute ideas that will help make individuals grow. His publication will express the characters of the people who dictate the policies of the company. It will advertise their standards, their purposes. Through reading the publication the people on the mailing list will become acquainted not only with the house and its products, but with those qualities in the executives of which the house and its products are the material expression.

To the head of a business who is thinking about starting a publication to represent him and his house I would say: Concentrate all your attention upon the task of finding the right person to edit it. The kind of paper, style of paper, size and number of pages, colour of ink, the printer, the engraver and the mailing list—these are all important. But towering above them all, as a cathedral towers above the cottages, stands the editor. After all, it is what is in his mind and heart that will give the publication the soul that will make it a living thing. No publication in any age has been anything but an expression of the ability, the character, the standards, the thoughts and feelings of its editor. Change editors and there will be a change in the publication, even though the successor try slavishly to follow the editorial policy of the first editor.

## What Readers Need

A properly edited sales publication must make the same sort of appeal as that made by a national magazine of large circulation. Or it may have the narrower appeal of a class magazine. The editorial requirements do not differ. The editor in both cases must give his readers what they need. And he knows that in attracting their interest he has done only part of his job. He must go deeper. He must reach for their hearts and catch them and hold them. If he does not appeal to the emotions, if he seeks only to reach the intellect, he will limit his usefulness by more than half. Only the other day a man whose business has to do with cold statistics said in a speech that all men are actuated from 60 to 90 per cent. by their emotions. Facts alone often prove dry and unappetising even to the so-called hard-headed business man. He, too, demands warmth and colour.

The successful editor must be interested in all sorts of things. When he limits his own interests he limits the appeal of the publication he edits. In the finest sense he must be all things to all men. Men and women, books and theatres, art, religion, travel, sport, finance, business—in all these must he interest himself. He will never find for his publication anything that does not interest him. He simply won't see it. Or, if he does see it, it will have no attraction for him.

## The Human Interest

First of all, of course, he must be interested in and have a genuine liking for people—all sorts of people, good, bad and indifferent. He must understand them. He must be tolerant, sympathetic, and he must have humour.

The editor will attract to himself only those people who are in tune with him. No small-minded editor will attract and hold big-minded readers. Every publication is an advertisement of the nature, of the personality of its editor.

The first requirement, then, in the production of a successful sales publication is the right kind of editor.

\* In an address given at the Annual Convention of the Direct Mail Advertising Association at Boston.



"There was not one name with which  
you would not care to be associated."

THE

# SUNDAY EXPRESS

in its last issue comprised

## 24 PAGES

including

## 81 COLUMNS OF CLEAN ADVERTISING

36 cols. West-End Stores      20 cols. National Advertising  
7 cols. Estate Advertising      7 cols. Financial Advertising  
7 cols. Motor Advertising

The enlarged issues of the "Sunday Express" are gaining thousands of new friends every week, and the best type of advertiser is not slow to appreciate the value of this prestige and the impression that the straight-forward vigorous editorial policy of the "Sunday Express" is making among the right people. Otherwise you would not find them represented to an increasing extent week by week in its pages.

## SUNDAY EXPRESS

23, St. Bride's Street — E.C. 4.

Leslie W. Needham — Advertisement Manager.



# The Social Side

A Busy Week of Banquets and Outings—Lieut.-Col. Hutchinson's At Home

## Australia Win Again

Lt.-Col. G. S. Hutchinson and Mrs. Hutchinson were at home at The Old Garden, Hillingdon, last Saturday, when a cricket match was played between David Allen Services and the Australia House Staff.

The Services batted first and were all dismissed for 57, H. Smith taking five wickets for seven runs. J. C. Hadfield and J. Walton were top scorers with 20 and 16 respectively.

Australia House's first pair passed the Services score before they were separated, and the innings was declared at 215 for 7. J. L. Price scored 58 and H. Smith 50. C. E. Lucas Phillips, bowling for the Services, took 3 for 59, and A. J. Child 3 for 66.

Going in a second time, the Services played out time, the score at the finish being 77 for 6, G. G. Hargrave being not out 33.

## Twenty-five Years at Carmelite House

Mr. Thomas Marlowe, Editor of the *Daily Mail* and Chairman of the Associated Newspapers, Limited, presided at a dinner given by the principal members of the staff of Carmelite House at the Savoy Hotel, on Thursday last, to mark the twenty-fifth anniversary of Sir Andrew Caird, managing director, joining the staff of the *Daily Mail*, on July 1, 1901.

The toast of the guest of the evening was proposed by the Chairman. Responding, Sir Andrew Caird referred to many incidents in his career at Carmelite House and to the growth of the great business during the past twenty-five years.

Mr. J. M. Dick submitted the toast of the Chairman, which was also enthusiastically honoured.

During the evening there was an excellent programme of music in which took part De Groot, the celebrated violinist from the Piccadilly Hotel, assisted by J. Samehtini (cellist) and A. Gibilaro (pianist), Mr. Harry Barratt (baritone), Miss Annie Rees (soprano), and a troupe of lady dancers from the Trocadero Restaurant. Mr. W. R. G. Emerson was at the piano.

## Link House Party Up-River

The staff of Link House Publications held their second annual outing on July 2, when a most enjoyable day was spent up-river in perfect summer weather. The party made an early start and boarded the steamer at Hampton Court at 9.30 a.m. and journeyed to Windsor, where lunch was taken.

Mr. Frederick Carl, Managing Director, who took the chair at the luncheon, made a brief but happy speech. Mr. C. A. House, Director and Editor of the *Poultry World*, congratulated the organising committee.

The party numbered well over 100, and among those present, in addition to the gentlemen already mentioned, were Mr. Stanley Stephens, Director, Mrs. House, and Mr. R. F. Ould and Mr. E. Mynott (managers). The organising



There are 5,000 superficial feet in this sign erected by Harris the Sign King in five days

# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## The N.A.B.S. Children

SIR,—I enclose copy of a letter which I have written to Mrs. Wood, in reply to her letter which appeared in the ADVERTISER'S WEEKLY of July 2.

I shall be glad if you can find space for this in your next issue.

ROY HARDY,  
Chairman,  
Publicity Club of London.

[Copy.]

DEAR MRS. WOOD,

As Chairman of the Publicity Club of London, and one who had the pleasure of visiting Reedham on the occasion referred to in the ADVERTISER'S WEEKLY, I am extremely interested in your letter published in the current issue.

The views expressed by you were explained to us also by Miss Bosworth on the occasion of our joint visit, and I may say that I and my colleagues are in entire agreement.

I must explain, therefore, that our visit was purely one of investigation, and to learn what was required of us—representing our Club, to whom we were to report.

Our next full Committee meeting is on Monday next, when the matter is on the Agenda for discussion, and we shall then appoint our permanent representatives to care for and father the boys in the way you mention.

The representatives chosen will not necessarily be the ones who made the visit of investigation, and as we had cars with us, we thought a little run would be both beneficial to the children and useful to us in acquainting ourselves with the situation.

committee were Mr. E. T. Burt, the Circulation Manager, Mr. R. J. Dartnall of the *Dog World*, and Mr. R. V. Quye of the *Bazaar, Exchange and Mart*. The numbers of the party this year were considerably augmented by the members of the staff of the *Bazaar, Exchange and Mart*, which is a recent addition to the Link House Group of Publications.

## Smith's A.A. at Palm Beach

Smith's Advertising Agency held their annual expedition to Palm Beach (Hamp-ton Court—not Florida) on Wednesday of last week. The sun shone all day, and the attractiveness of the scene, the delights of Palm Beach, and the general light-heartedness combined to make a record for enjoyment. It was, in fact—to repeat Mr. Philip Smith's witty variation of the word organisation—a triumph of "Aubrey-isation."

The day began with the usual cricket match for the silver challenge cup between Fleet Street and Poppins Court. Fleet Street (the holders of the cup) maintained their ascendancy.

Following a "lunch dansant" on Palm Beach, the afternoon was given up to sports. The prizes were presented by Mrs. Luther Smith.

A "the dansant" and an hour or two of "go as you please" on the river or tennis courts concluded a most delightful day.

I think I can say that our regular plans will be entirely on the excellent and prudent lines initiated by the Women's Club.

Believe me,  
Yours very truly,  
ROY HARDY,  
Chairman,  
Publicity Club of London.

## "Advertising Display"

SIR,—“ADVERTISING DISPLAY” was a welcome surprise when I discovered it bulging out the sides of my usual copy of the ADVERTISER'S WEEKLY. It is an excellent start, but the Poster Section suffers from lack of illustration. It is easier to follow John G. Gray's interesting criticisms when the article is accompanied by the usual miniature reproductions of the examples dealt with.

In an earlier issue of the WEEKLY you hinted that the opinions expressed in your new venture would probably be highly controversial. With this I am in entire agreement, for there is scarcely an article that does not fill me with an intense desire to take up my pen and reply to it. For instance, in spite of all his ingenious arguments, I think A. S. Wildman's Elephant with its Crepe-de-Chine (or is it fleuron) border is far more effective and artistic than his "Harold Curwen" heading with its feeble lettering, feeble ornament and almost complete absence of contrast.

The hand of an artist may even harmonise elephants and crepe de Chine—which may be taken as a subtle compliment to Mr. A. S. Wildman.

CHARLES W. CROPPER.



No matter what interest is considered, be it business, home, sporting, recreative, artistic or for that matter any other

# The Daily Telegraph

supplies its readers with a service that for completeness and reliability is unrivalled.

Because of this an advertisement placed in its columns cannot fail to reach the men and women to whom it is directed.

H. G. REEVES,  
Advertisement Manager, 138, Fleet St., E.C.4.

## The Overseas Publicity & Service Agency

9 QUALITY COURT, CHANCERY LANE  
LONDON, W.C.2

ALGEMEEN HANDELSBLAD, AMSTERDAM  
NIEUWE ROTTERDAMSCHÉ COURANT, ROTTERDAM  
NIEUWE COURANT-HET VADERLAND, THE HAGUE  
WERELDKRONIEK, ROTTERDAM

PHONE HOLBORN 5628  
TELEGRAMS EGYPTADCO

30th June, 1926.

Dear Sirs,

You have heard of the Dutch Audit Bureau of Circulation. Recently its President, Mr. Van Dyck, who is also the Agent in Holland for Gillette Razors, placed an order for 12 Half Pages with the "Algemeen Handelsblad."

Two things are remarkable about this order :—

- (1) The "Algemeen Handelsblad" is not audited by the Dutch Audit Bureau of Circulation.
- (2) The "Algemeen Handelsblad" is the only paper in Holland in which this campaign is being run.

The President of the Dutch Audit Bureau of Circulation uses the "Algemeen Handelsblad" exclusively when he wants to run a special campaign. Can you do better than follow his lead when placing orders for your clients?

Yours faithfully,

THE OVERSEAS PUBLICITY & SERVICE AGENCY.

*(Signed)* G. W. YOUNG,

*General Manager.*

P.S.—The enclosed letters from the Proprietor of a competitive Dutch paper and from a Dutch Advertising Agency are interesting.

SOLELY PUBLISHERS' REPRESENTATIVES.

The letter reproduced opposite has, I understand, been circularised to numerous British Advertisers and Advertising Agents.

Mr. Van Dyck is not and never has been "President of the Dutch Audit Bureau of Circulation."

The advertising of the Gillette Razor appeared both in

**De Telegraaf** and in **Het Nieuws van den Dag** <sup>DE COURANT</sup>

as recently as 11th June last. It appears consistently in both these papers.

The statement "The President of the Dutch Audit Bureau of Circulation uses the 'Algemeen Handelsblad' exclusively when he wants to run a special campaign" is without truth and without foundation.

The letters referred to in the postscript are:

- (a) A gratuitous testimonial given by one Dutch newspaper to another and addressed to their mutual British representative. It compares the advertising value of "De Telegraaf" and "Algemeen Handelsblad" to the detriment of the former, and quotes figures which are unsupported by any independent authority.
- (b) A testimonial to the "Algemeen Handelsblad" by a Dutch Advertising Agent, whose travellers also travel for that paper.

I have to thank my numerous friends who have forwarded this literature and so given me the opportunity of replying publicly to a series of claims which can now be assessed at their proper worth.



7th July, 1926.



# CLUB NOTES & NEWS

## Publicity Club of London—Visit to Rotary Photographic Co.

The Publicity Club of London has arranged for fifty of their members to visit the works of the Rotary Photographic Company at West Drayton on Tuesday, July 27. This is one of the Club's usual summer educational outings, which are always so popular, and this visit promises to be more than usually instructive.

## Ireland—Officers Elected at Adjourned Annual Meeting

At the adjourned annual meeting of the Publicity Club of Ireland in Clery's Restaurant on June 27, the following officers were elected for the ensuing year:—

President, Mr. A. Canavan; Vice-President, Dr. Wm. Lombard Murphy; Hon. Sec., Mr. John Rowland; Hon. Treas., Mr. C. E. McConnell.

Council (Advertisers).—Messrs. W. Giles, Maxwell-Lemon, J. P. O'Brien, M. F. O'Brien, I. P. Jones, J. MacMahon, A. MacArthur, J. Sheridan, F. Summerfield and Young Warren. (Advertising men).—Messrs. Aiken, A. Goodbridge, P. Gillespie, T. A. Grehan, J. S. Henderson, H. H. Jauncey, Sean Lynch, C. E. McConnell, B. O'Kennedy and Sylvio Riordan.

Standing Committee.—Finance, Mr. C. E. McConnell; Social (ball, etc.), Mr. B. O'Kennedy; Lectures and Educational, Mr. T. A. Grehan; Overseas, Mr. W. Giles; Benevolent Society, Mr. J. S. Henderson; Membership, Mr. Percy Gillespie; General Purposes, Mr. John Rowland.

## Maldstone Rotary Club—Value of the County Paper

"Advertising—Wise and Otherwise," was the subject of an address given by Mr. R. T. Lang, J.P., at the fortnightly luncheon of the Maldstone Rotary Club at the Royal Star Hotel, last Friday, when the Mayor of Maldstone, Councillor F. E. Wallis (President), was in the chair.

"In over 25 years' experience of advertising," said Mr. Lang, "I have never known a case of wise, carefully considered advertising which has not proved profitable to the advertiser."

Mr. Lang was not inclined to agree with the local tradesmen who said they were feeling the influence of the big stores and combines, because the local tradesman had this one big asset—personal service, which could not be given by the stores manager. He strongly advised them to include in their advertisements their telephone number, so that people could ring up and get their requirements sent up. Tradesmen would find there would be quite enough profit out of these transactions to pay for their telephone service. Another thing in advertising was to create

an atmosphere that their business, or shop, was the best place where people were going to get the best service.

The speaker continued that he was convinced after long experience that the finest advertising medium was the first-class county newspaper. He had never found anything that got into the homes of the people as did the really good county newspaper. It went into farms and dwelling-places in a way that no other medium did, and a curious point about it was that people believed the advertisements as well as the reading matter. He had heard people in farms say that it must be right because they had seen it in their own local county newspaper.

## Regent—Aquatic and other Diversions at Ruislip

Another successful outing was made on Saturday in ideal weather. Starting from Ruislip station a large party of members and friends set out for the lake. Here a halt was made; the gathering subsequently separated, some spending the time swimming, others boating, while an energetic party under the leadership of Mr. R. J. Bartlett, of King's College, undertook a four-mile circular tour through woods and fields leading to Eastcote village. High tea was served at Fabb's Restaurant, Ruislip, and later the floor was cleared for dancing, which continued until 10.30 p.m. Variety was given to the programme by an interval, when the wizard "Electro" in striking Oriental garb, for whom Mr. Harries kindly acted as interpreter, entertained the party with a number of amusing and mystifying tricks.

## Women's Advertising Club—Guests from Chicago Entertained

Miss Laura Alta Johnson, a past president of the Women's Advertising Club of Chicago, and Miss L. B. Fisk, also of Chicago, were the guests at the Club's usual weekly luncheon.

At the usual monthly dinner held on Thursday, July 8, at the Florence Restaurant, the speaker was Miss Mary Borden, author of "Jane Our Stranger."

## Pica Club—Printing that Sells

*At least 70 per cent. of the booklets and folders issued by printers are thrown into the waste-paper basket.*

This was the challenge thrown out by Sir Charles Higham at the monthly lunch of the Pica Club, which is composed mainly of printers.

The chairman, Mr. J. B. Beavan, director of Hutchinsons, in introducing the chief guest, described Sir Charles as the "greatest living specialist in advertising" in this country.

Sir Charles made a stirring appeal for better salesmanship of printing. He

said that price was not the main consideration. A piece of printing that would increase a man's business was the only printing that would succeed—and it was worth its price, whatever it was.

Some interesting points from his speech were:

"Only the man who has a real pride in his printing business can succeed."

"The reason I have given nearly all my printing business to two firms in fifteen years is that not once have those firms let me down—either in time or quality."

"No man has ever come to me and said 'Higham, you ought to have two or three more accounts. We can produce printing for you that will get you those two or three customers.'"

"Many printers are asked to quote their lowest price for a certain piece of work. The man who will succeed is the man who will say, 'I would rather not quote for that piece of printing because I know it will not bring the results that you want. I can produce a booklet for you that will bring you the business, but I cannot do it at a cut price.'"

"The first thing that a piece of printing should do is to reach the man to whom it is addressed and not be thrown away by a secretary who does not think it will interest her chief. The second is make the man who gets the printing say 'Isn't that good!' The third is to make the man read it and get your story. If he does that, it is worth whatever is spent on it, no matter how high the price is."

"You must get your printing orders by your brains and not by your prices."

## SPORTS MEETING FOR N.A.B.S. FUNDS

THE V.A.A. Sports Ground at Streatham Park on Saturday last was the scene of the Samson Clark Sports Meeting and Fete in aid of the N.A.B.S. funds. The relay races and the tugs of war, between the staffs of Messrs. Samson Clark and Messrs. Frederick Gorringe (who had kindly lent their ground for the afternoon), were particularly interesting events. The men's relay race was won by Messrs. Gorringes, the ladies' relay race and the ladies' tug of war by Messrs. Samson Clark, and the men's tug of war by a combined team.

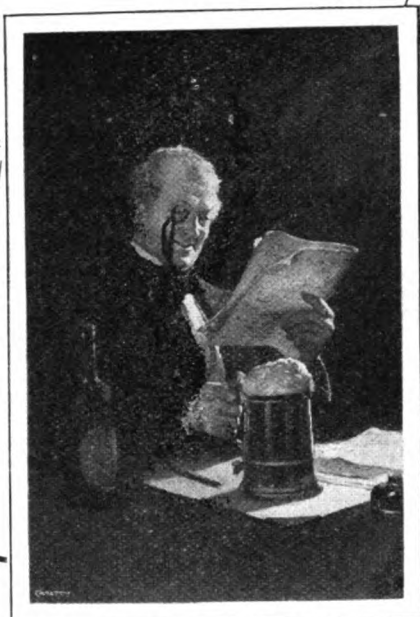
A number of handsome prizes, kindly presented by various firms, were distributed by Mrs. E. M. Wood, and at the end of the prizegiving it was discovered that there were still several gifts which had not been won and these were accordingly put up for auction by Mr. Hunt. Various objects, including a pendant, a lady's jumper and skirt, and a box of chocolates were raffled during the afternoon.

The introduction of some novel side-shows, in addition to the ever popular cokernut shy, considerably brightened the early evening, and at 8 p.m. Charles Amies Imperial Dance Band arrived and dancing on the lawn continued until 11 o'clock.

The **SUNDAY CHRONICLE**  
The Sunday Journal of the well-to-do



*Here are Carlton drawings that will sell goods to men. For any subject, or any public, we can give you work of equal power.*



## *Why Carlton work is best.*

Whether it is high-priced or low-priced drawing you want, we offer you the finest quality cheaper than you can get it elsewhere.

The reasons are that a CARLTON artist does not have to search London for information, or advertise for and interview models, or hire costumes and period furniture, or trust to guesswork; everything he needs is provided for him, ready in his studio, at the time when he is instructed to make a drawing. 3 5 scx8

Therefore, he does it better, and completes it in less time and at less cost than if he were troubled with all this preliminary detail work. Thus, it is clear that we can give you better art at lower cost.

# *Come to CARLTON For Value in Art and Idea*

CARLTON STUDIO LTD.  
CARLTON HOUSE  
GT QUEEN ST.  
LONDON  
W. C. 2

TELEPHONE  
REGENT  
1827

# Publication Notes and News

## U.S. Independence Page

The *Morning Post*, as the only existing big British newspaper which was in being at the time of the American Declaration of Independence in 1776 published on July 5 a composite page, the advertisements on which were of big firms who were in existence at the time of the birth of the United States.

## The New "Nation"

The *Nation* for July 3, appearing in its new dress, is a very creditable production. There is little doubt that it is a considerable improvement on the old make-up, and advertisers should reap benefit from this progressive move. The advertisements are more prominent and prove easier reading.

## New "Coming Fashions"

*Coming Fashions*, in its enlarged form, carries in the July issue nearly 34 pages of advertising. It is well-produced and deals with the home as well as with fashions.

## Across Africa

Jowett Cars have issued a very noteworthy piece of propaganda in the form of a book describing the expedition across Africa, which was completed in 60 days in Jowett cars. The publication is well produced, amply illustrated, and is of absorbing interest to the motorist.

## Advertising Cunard

In connection with the Canadian and U.S.A. tour of the Cambridge University Medical Society on the Cunarders *Aurania* and *Tuscania*, the company has issued a fine 54-page book on art paper, giving the itinerary of the tour and photographs of the boats and places to be visited. It is a splendid advertisement for the new class—Tourist Third Cabin.

## On Trade Marks and Designs

The King Patent Agency, Ltd., has issued a new book entitled *Patents for Inventions*, which deals among other things with the vexed question of trade marks and designs.

## Big Blackpool Effort

The *Blackpool Gazette and Herald* on July 3 consisted of 24 pages, including 70 columns of news. There was a special page of pictures, and two composite pages connected with the summer sales. Two other pages dealt with the big estate development around Blackpool, and one page was devoted to the paper itself, with illustrations of the latest newspaper processes, for which special machinery has just been installed.

## "My Ladye Fayre"

The June-July issue of *My Ladye Fayre* contains 52 pages. It is well-produced on good paper, and carries over 12 pages of advertising.

## £100 for Forecast

The *Sheffield Telegraph* newspapers are giving a £100 prize for a forecast competition based on the cricket Test Match in Yorkshire next week-end.

## Infants' Food Page

On July 6 the *Daily Telegraph* published a special composite page appealing for funds for the Hospital for Sick Children. The page carried advertising from the various manufacturers of patent foods, to the extent of over 300 square inches.

## Transport in the Midlands

The June 26 issue of *Modern Transport* contained fifty-two pages, including a twenty-eight page supplement on transport in Birmingham and the Midlands. This supplement contains interesting articles on "Birmingham as a Railway Centre," "Birmingham's Municipal Transport," and so on, which provide authoritative facts and figures. The advertising carried in this issue amounts in all to 88 columns.

## Good Sheffield Effort

In connection with Princess Mary's visit to Sheffield for the coming-of-age of the University, the *Sheffield Independent* published on July 2 five special pages, one of which was a composite page, well filled with advertising. In spite of the uneasy time in Sheffield, the paper contained an exceptional number of advertisements from national and local advertisers.

## Octocentenary News

To celebrate old Rutherglen's 800th year as a royal burgh, the *Rutherglen Reformer* came out recently with its modest 4-page number full of octocentenary news.

## Transatlantic Memories

T. Fisher Unwin, Ltd., are to publish in the autumn a book of reminiscences of *Transatlantic Travellers*, by Charlie Spedding, for many years purser of the *Aquilania*. The author will tell stories of well-known personalities who have travelled in his liner during his long experience.

## A Birthday Issue

In celebration of its 27th birthday, the *Furniture Record* recently produced a 176-page paper. It contained over 140 pages of advertising, including four excellent colour pages on art paper. In this issue were also included special supplements dealing with Yorkshire and High Wycombe, two of the important furniture-making districts.

## "Urgency and Opportunity"

Under this title, J. Hott, Ltd., advertising agents of Wellington, N.Z., have published a noteworthy book, addressed primarily to British manufacturers, telling them of the attractive openings for British trade which exist in the Dominion. The book was entirely written and produced by this agency and was printed in New Zealand. Apart from the very interesting statistical figures contained in it, the book is one of the best produced pieces of propaganda seen for some time.

## Through the "Bulletin"

The Philadelphia *Evening Bulletin* has produced a very interesting piece of propaganda. It consists of a 50-page booklet, on each page of which is reproduced a page of the *Bulletin*. Inset in the centre are some views of the paper's buildings.

## The "Outlooker"

The first issue of the *Outlooker* is exceedingly interesting. It is a little house organ that gives the current news of the *Outlook*. It contains news and ideas of considerable interest to advertisers, not all of them referring to the *Outlook* itself.

## ORGANISING DISTRICT 17—

(Cont. from p. 35)

to be held in Berlin, the C.T.P. will endeavour to obtain acceptance of a proposal to open a new "section" in the exhibition's charts.

The following is the classification standard recommended for a new "group" for the "Technique and Art of Advertising."

Section 130.—Plans of campaign: general plans realised.

Section 131.—Media including house organs, yearlies (as long as advertising is accepted in them).

Section 132.—Advertising printing. Everything with exception of the package.

Section 133.—The package—wrappers, cartons, bottles, etc.

Section 134.—Architecture—boardings, display, signs.

Section 135.—Moving publicity—transport, stations, hotels, public places, cars, advertising lorries, sandwich men, mannequins, exhibitions, in the air.

Section 136.—Sundry means, including cinema.

Section 137.—Organisation including addressing and lists of names.

It will be noticed that it is this project which has served as model for the departmentalisation mentioned previously.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track



# MORE POWER TO SELL

Anyone who makes or sells goods cannot afford to leave out of his selling offensive his most powerful weapon, the SIEGE-GUN of PUBLICITY.

Sidney Reeve Service is an organisation skilled in the use of the weapon—equipped to tackle your marketing problems with the force of convincing advertising, which SELLS THE PRODUCT.

You want more power to sell? We can supply it. Let our Mr. A. J. Donaldson come and talk over any selling problem. It costs you nothing and places you under no obligation, but will provide you an opportunity to place your product on the HIGH-ROAD of SUCCESS.

## SIDNEY REEVE SERVICE

*Managing Director :*  
SIDNEY REEVE-HARRIMAN.

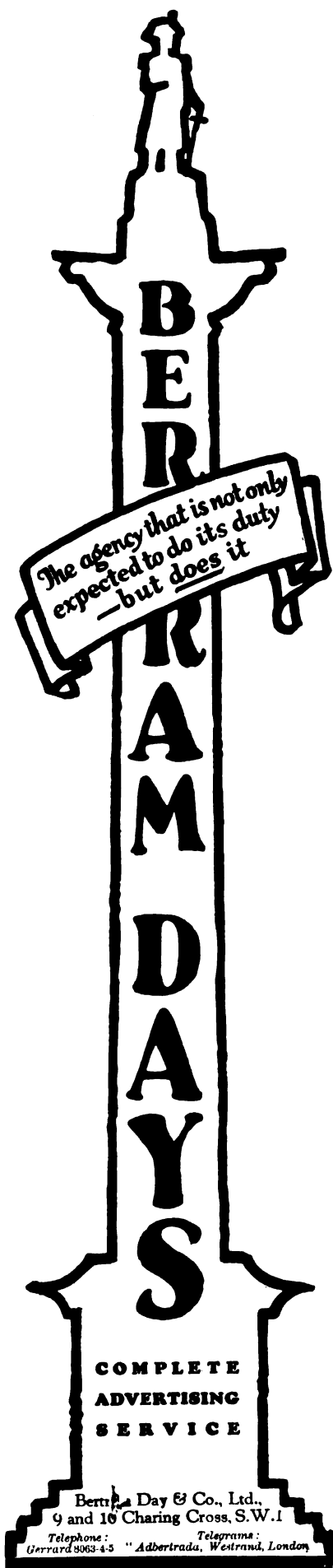
*Proprietors :*  
SIDNEY REEVE SONS & CO., LTD

INCORPORATING  
THE A. J. DONALDSON PUBLICITY SERVICE.

PUBLICITY  
ADVISERS &  
ADVERTISING  
: AGENTS :



7 FISHER ST.  
SOUTHAMPTON ROW,  
W.C.1. (NR. KINGSWAY.)  
: TELEPHONE :  
CHANCERY 7306



## Prospective Advertising

Some Registered Trade Marks and Names Selected from Various Sources Suggested as Potential Advertisers

**Idealastic.**—Paints and enamels. Murray & Jones, 22, Meredith Street, Plaistow, E.13.

**Zopessa.**—Distempers, paints and varnishes. Gross, Sherwood & Heald, Ltd., Jenkins Lane, Barking, Essex.

**Glyptal.**—Lacquers and varnishes. British Thomson-Houston Co., Ltd., Crown House, Aldwych, W.C.2.

**Obel.**—Veterinary preparations. Henry Bishop, 2a, Church Road, Moseley, Birmingham.

**Mecca Pastilles.**—Medicated pastilles. Robert Gibson & Sons, Ltd., Carlton Works, Erskine Street, Hulme, Manchester.

**St. Peter's Oil.**—Liniment. Mandall & Co., Ltd., Tower Works, Stepney Road, Newcastle-on-Tyne.

**Cleartron.**—Scientific instruments. Cleartron Radio, Ltd., 1, Charing Cross, S.W.1.

**Joyphone.**—Gramophones. Frischers, 10, Ropemaker Street, E.C.2.

**Eversafe.**—Baby soothers. F. Schutze & Co., Ltd., 38, Market Street, N.7.

**"M. K."**—Electrical goods. M. K. Electric, Ltd., Wakefield Street, Edmonton, N.18.

**Chromocraft.**—Metal goods. Townsends, Ltd., Ernest Works, Ernest Street, Birmingham.

**Plus-Fours.**—Boot protectors. Blakey's Boot Protectors, Ltd., Armley Malleable Ironworks, Modder Place, Armley, Leeds.

**King Cole.**—Gas fireplaces. Frederick L. Lucas, 15, Westbourne Terrace, Hyde Park, W.2.

**Pioneer.**—Baby cars. John T. Roadley, 60, Stratford Road, Birmingham.

**Castle Rock.**—Linen goods. Castle Rock Hosiery Co., 1, Johnstone Terrace, Edinburgh.

**Wyanco Brand.**—Men's wear. Yates & Co., Ltd., Wild's Yard, Hounds-gate, Nottingham.

**Mornington Make.**—Pyjamas. Norman, Duncan & Co., 1, Mornington Street, Belfast.

**Wimwool.**—Knitted articles. Wm. Woollatt, Derbyshire Lane, Hucknall, Notts.

**Halcyon.**—Articles of clothing. Cooper Bros. (Nottingham), Ltd., Haydon Road, Nottingham.

**Wulinta.**—Men's ties. Elite Neckwear, Ltd., 25, Jewin Crescent, E.C.2.

**Ellarshoe.**—Shoes and slippers. Leslie, Rice & Co., Ltd., 25, Chatham Place, Hackney, E.9.

**Dietarina.**—A food preparation. Neave's Food, Ltd., Fordingbridge, Hants.

**Unicorn.**—Toilet powders and creams. Thomas Collier & Co., Ltd., 33, High Street, Manchester.

**Daybreak.**—Cleaning and polishing preparations. The Blue Sky Soap Co., Ltd., 16, Devonshire Square, E.C.2.

**Offo.**—Cleaning and polishing preparations. Merton, Davis & Co., 36, Belgrave Road, S.W.1.

## Copy on a Page of Cork

How Cork Manufacturers Advertised on their own Product

(From an American Correspondent)

WHILE we have all of us referred to an object as being "as light as a cork," anyone who has ever tried to whittle into a cork knows that the substance is one of the toughest and most trying to shave in all the world.

To receive what appears to be a very thin sheet of tissue-paper, only to find it to be a sheet of real cork-wood, and this imprinted with an advertisement for cork-insulation in homes, comes, to not a few recipients, as a big surprise.

Not so long ago one of the largest producers of cork-products in the world broadcast through the United States and much of Canada an advertisement of this sort.

The advertisement was 7½ in. across the page, 5 in. base to top. Within the block-margin printed all about face, a line at bottom stated that "this sheet, one-three hundredth of an inch thick, is sliced from a block of cork." The cork of the advertiser is worked into a corkboard, which is pure cork in granular form, compressed into boards, without a foreign binder. It was from such boards that the cork in point was cut.

The upper left-hand corner of the dodger showed a clear, distinct view of a house, under construction, with the corkboard described being erected against hollow tile walls. To the right of this picture the copy proceeded:—

THE CORK-INSULATED HOUSE.

"The house that is insulated with \_\_\_\_\_'s Corkboard is a cooler house in summer, a warmer house in winter. It is freer from drafts and is more

comfortably and uniformly heated with a smaller plant and much less fuel.

\_\_\_\_\_s Corkboard is made in boards 12 in. wide, 32 or 36 in. long, and 1 to 3 in. thick. It is light and clean to handle; can be cut, sawed and nailed like lumber, or be erected in Portland cement.

\_\_\_\_\_s Corkboard is not expensive. In comfort and money it saves far more than its cost."

The advertisement very quickly proved itself one of the most successful ever brought out by the big concern.

### NEW WRAPPERS NEEDED

THE Government's new Sale of Food (Weights and Measures) Bill requires that the following articles be sold by weight:—

Bacon, ham, butter, cheese, lard, suet, margarine.

Flour, cornflour, oatmeal, rolled oats, rice, sago, tapioca.

Sugar, tea, coffee, cocoa, cocoa powder, chocolate powder.

Dried beans, dried peas, dried currants, dried raisins, dried sultanas.

Potatoes.

These articles, if already packeted, must be so sold under the conditions that the wrapper or container bears thereon, or on a label securely attached thereto, a true statement in plain characters of the net weight of the article contained therein at the time of packing or of importation, whichever is the later.

## CURRENT ADVERTISING

**Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings**

Winter Thomas Co., Ltd., are issuing instructions for Ardath Tobacco Co.'s new line.

Spottiswoode, Dixon and Hunting, Ltd., are now handling business for Marmet Baby Carriages.

Muller, Blatchly and Co., Ltd., have been placing for Luvisca Shirts and Pyjamas.

W. M. Publicity Service, Ltd., are now giving out for C.A.V. and Rotax.

Day's Agency has business in hand for Mason Pearson Hair Brushes.

J. W. Vickers, Ltd., have been booking space for Italian State Railway Holiday Tours.

David Allen Services are now handling displays for Abdulla Cigarettes.

Argosy Agency has been placing for the Pollard Geyser.

A. Bernard is again giving out for Copson Garratt.

Harman, Featherstone and Co., have recommenced advertising for Premier Hat Co.

Holford Bottomley Service, Ltd., have been placing announcements for the National Savings Movement.

Wilfrid Scriven, Ltd., have a new appropriation in hand for Louis Velveteen.

E. W. Barney, Ltd., are again booking space for Roneo.

Curtis Agency, Ltd., have been placing for Worcester Corsets.

Hart and Harford, Ltd., have display advertising in hand for Poudre Nilde.

G. Street and Co., Ltd. (Gracechurch St.) have been booking space for Martell and for Sunripe Cigarettes.

Erwin, Wasey and Co., Ltd., have displays appearing for Ford Two-Seater.

Stuart Agency, Ltd., are placing newspaper advertising for Bowman's Sale.

Smart Ad. Agency, Ltd., have recommenced giving out for D. and J. Hill.

Barker, Drabble and Co., are placing for the Northern Goldsmiths Co.

Pool's Advertising Service have a Press campaign in hand for McLintock (Down Quilts).

Dorland Agency, Ltd., are placing advertising for Frigidaire and Citroën cars, and are also handling further business for the Dennis Motor Lawn Mowers.

Travers Cleaver, Ltd., have again issued instructions for Anzora Hair Cream preparation.

Two small errors appeared in Current Advertising last week. We should have stated that Amalgamated Publicity Services, Ltd., are placing for C. and A. Modes and Canda, Ltd.—not Canada; and S. A. H. Hales should, of course, have read F. A. H. Hales, Ltd.

### NEW PREMISES

**Publicity Arts' Removal to Larger Quarters**

**M**ONDAY next will see Publicity Arts, Ltd., installed in new offices at 41, Bedford Square, W.C.1. Expansion of business has made the move necessary, and at the new address both the art side and the printing side of the undertaking will have much more spacious studios and rooms.

The registered office of the firm will in future be at this address also.

Mr. H. A. Upton will be pleased to see any business friends of Publicity Arts, Ltd., at Bedford Square next week and show them round the new quarters.

# 41 BEDFORD SQUARE

The new home of PUBLICITY ARTS LTD. is a happy necessity enforced by expansion of business. Here, in the commodious rooms of an altogether charming building, will be found the working headquarters of an organisation that enlists every form of pictorial art and printing craft in the service of advertising.

**PUBLICITY ARTS Ltd.**

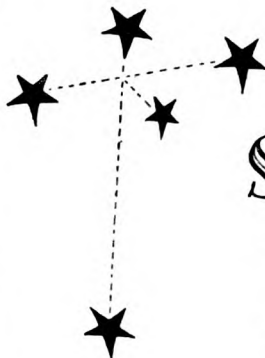
41 Bedford Square, W.C.1

Telephone: Museum 9148

Telegrams: Paldesign, Westcent.







# Selling Under the Southern Cross

**T**HE Southern Cross shines high over two prosperous and peaceful countries—two countries where even the labourer working on the street often owns a modern home—two countries whose people do not know what small wages mean.

AUSTRALIA . . and . . NEW ZEALAND.

These two countries are completely covered by the Goldberg Advertising Agency—an Agency that has the respect and confidence of the World's largest advertisers.

We of Goldberg's know how to make advertisements appeal to Australians and New Zealanders. We know their likes and dislikes. We know the kind of Advertising that loosens their purse-strings.

Because we ourselves belong to the countries under the Southern Cross.

\* \* \*

Our Governing Director, Mr. Frank Goldberg, is now in London. He will appreciate an opportunity to tell you how your products may be profitably introduced into Australia and New Zealand.



Write him at our London  
Office, 109, Kingsway, W.C.2.  
Or 'phone Holborn 1509.

## The GOLDBERG ADVERTISING AGENCY LTD.

AUSTRALIA  
NEW ZEALAND  
& LONDON

WELLINGTON (New Zealand); AUCKLAND (N.Z.); SYDNEY (Australia); LONDON (England)

## ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

### PUBLIC EXAMINATION

Henry Charles Edgar Hart, who resided at 247, Stanstead Road, Forest Hill, S.E., and traded as Edgar C. Hart and Co., advertising agent, lately at 93-94, Chancery Lane, W.C., and 10, London Street, E.C., attended for his public examination in London Bankruptcy Court, on July 2, before Mr. Registrar Francke. The receiving order was made on May 12, and the debtor's statement of affairs disclosed gross liabilities £3,687, of which £2,831 are expected to rank for dividend against net assets £10 6s. 8d.

Replying to the Official Receiver, the debtor stated that for designing advertisements it was not necessary to have much capital, but for printing work it was necessary to have capital, and in some cases he had to pay for advertisements before his clients had paid him. He attributed his failure to lack of capital; trade depression, keen competition, and bad debts. When he commenced the advertising agent's business in August, 1922, a friend promised to find him some small accounts, but these accounts proved unremunerative and resulted in a number of bad debts, and he considered that was the starting of the "dry rot" in his business.

The examination was closed.

### VOLUNTARY LIQUIDATION

[NOTE.—Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.]

Peter Hopwood and Co., Ltd.—Resolved, June 21, that the company be wound up voluntarily, and that C. G. Wareham, 199, Piccadilly, W., be appointed liquidator. Claims to liquidator by August 7.

### ORDER MADE ON APPLICATION FOR DISCHARGE

Livermore, Clement John, of "Croxted," Dagmar Avenue, Wembley, printer, carrying on business at 44-46, Hampstead Road, N.W., under the style of Livermore and Keetch, and "The Conway Press," (1055 of 1922.) Order dated May 21, 1926. Discharged subject to consenting to judgment for £5 being entered against him by the Official Receiver. (NOTE—£5 paid to the Official Receiver in lieu of entering up judgment.)

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

Carter, Turner and Turner and Company, Ltd. (214, 730).—Private company. Registered, June 30. Capital, £500 in £1 shares. Objects: To carry on the business of advertising agents and contractors, manufacturers of all kinds of apparatus, appliances, plant and material, usually employed by advertising agents, etc. The first directors are: W. C. Bizley, S. H. Turner and Mrs. M. L. Turner. Registered office: 56, Ludgate Hill, E.C.4.

Whitefriars Photo Service, Ltd. (214,761).—Private company. Registered July 1. Capital, £100 in £1 shares. Objects: To carry on the business of photographers, advertising specialists, contractors for advertising space in newspapers, balls, music hall and cinema programmes, omnibuses, etc.

CATALOGUES  
BOOKLETS  
FOLDERS

We can give very Keen Prices, Highest Quality and a very Efficient Service for Large Quantities.

CASTER & JELLEY, LTD.

'Phone (Private Exchange) Head Office and Works:  
PETERBOROUGH 172. PETERBOROUGH.  
London Office:—10, Lancaster Place, Strand, W.C.2.  
'Phone: Gerrard 1577.

IF ITS  
**Retouching**  
RING  
MUSEUM 295  
C.D. LAWSON & CO.,  
44 THEOBALDS ROAD, W.C.1.

**BLOCKS.**

LET US INTRODUCE YOU TO

**SERVICE & QUALITY.**

GEE & WATSON LTD

31 SHOE LANE, FLEET STREET, E.C.4

The directors are: W. H. Biggs and W. C. Daymond.

**Fleuron Limited (214,498).**—Private company. Registered June 21. Capital £400 in £1 shares. Objects: To adopt an agreement with O. J. Simon for the acquisition of the business of a printer and publisher of the *Fleuron*. The directors are: H. S. Curwen and O. J. Simon. Solicitors: Curwen, Carter and Evans, 1, Gray's Inn Square, W.C.

**R. E. E. Syndicate, Ltd. (214,592).**—Private company. Registered, June 24. Capital, £2,000 in 1,800 10 per cent. cumulative preferred shares of £1 each and 4,000 deferred shares of 1s. Objects: To prepare, organise and equip expeditions for the production and exhibition of cinematograph films and the promotion of advertisement propaganda for commercial films in the British Empire and elsewhere. The directors are A. Nettlefold (chairman), G. H. Malins, W. Cunliffe and W. A. Lott. Registered Office: Evelyn House, 62, Oxford Street, W. 1.

**Payne-Jennings Publicity, Ltd. (214,611).**—Private company. Registered June 24. Capital, £3,750 in 1,750 10 per cent. cumulative preference shares of £1 each and 20,000 ordinary shares of 2s. each. Objects: To acquire the business of an advertising agent and contractor heretofore carried on by V. Payne-Jennings as "Payne-Jennings Publicity." The permanent directors are V. Payne-Jennings (chairman and managing director), B. Harris, W. McGill, D. Roth. Registered Office: 6, Vigo Street, W.

**W. Herbert Fowler, Ltd. (214,410).**—Private company. Registered June 16. Capital £500 in £1 shares. Objects:—

To carry on the business of advertisement contractors, advertising agents, advertisers in newspapers, journals, films, slides and electrical devices, printers, publishers, etc. The first directors are:—W. H. Fowler, E. Cook, H. J. Sopit, A. Fink. Registered office:—70, Victoria Street, S.W.1.

**C. Rowley, Ltd. (214,487).**—Private Co., registered June 19. Capital, £1,500 in 500 7 per cent. cumulative preference and 1,000 ordinary shares of £1. Objects: To acquire the business of an advertising agent carried on by C. T. D. Rowley as C. Rowley and Co., at Avenue Chambers, Southampton Row, W.C.

**British and Colonial Press, Ltd. (214,260).**—Private company. Registered June 10. Capital £1,050 in 1,000 ordinary shares of 1s. and 1,000 10 per cent. participating cumulative preference shares of £1. To carry on the business of publishers and printers, etc. The subscribers (each with one ordinary share) are:—R. A. Horan, 53, Victoria Street, S.W.1, publisher; Major L. Leeson, 2, Whitehall Court, S.W.1. The first directors are not named. Secretary:—S. E. Nixon.

**Vitacolor Signs, Ltd. (214,409).**—Private company. Registered June 16. Capital £1,000 in £1 shares. Objects:—To carry on the business of manufacturers of and dealers in advertising signs and devices of all kinds, etc. The permanent directors are:—H. F. Esdaile and A. S. Palmer. Registered office:—Melbourne Works, Crescent Road, New Barnet.

**Social Services, Ltd. (213,331).**—Private company. Registered June 13.

Capital £100 in £1 shares. Objects: To carry on political and other publicity propaganda, to start, print and publish newspapers and other publications, to carry on business as newspaper proprietors, general publishers, advertising agents and contractors, etc. Capt. A. H. Henderson-Livesey is one of the first directors. Registered office: 170, Palace Chambers, Bridge Street, Westminster, S.W. 1.

**Gaiety Magazine Publishing Company (1926), Ltd. (213,196).**—Private company. Registered June 7. Capital, £12,000 in £1 shares. Objects: To acquire the business of proprietors and publishers of the *Gaiety Magazine*, formerly carried on by the Gaiety Magazine Publishing Co., Ltd., and now by Lockett and Stukins, Ltd., in London. The first directors are: F. Rickett, W. K. Mackay, H. A. Stukins, and J. Lockett. Registered office: 20 and 22, St. Bride Street, E.C. 4.

#### ADVERTISING THETFORD

SEVERAL members of the Norwich Publicity Committee were the guests of the newly-formed Thetford Chamber of Trade and Advancement Association last Thursday. This Association has been instrumental in making Thetford one of the towns in the Norfolk Resorts Advertising Board.

At a public meeting in the evening, Dr. Pope, speaking on the value of a town's publicity committee, said it was their duty to circulate photographs of Thetford to all parts of the country. He also suggested that a motor-bus service should be arranged to bring visitors into the town.

## AUTUMN-WINTER ADVERTISING

This is about the time advertisers should consider their Autumn-Winter campaign for the periodicals. In *any* campaign, if the goods are for women, Weldon's "Big Three" should take first place. Immensely popular for over 50 years, they were never more so than to-day. There is evidence of a sharp revival in home needlework of every description. Weldon's journals cannot fail to profit by it, and advertisers should take advantage of it.

WELDON'S LADIES' JOURNAL.

WELDON'S BAZAAR OF  
CHILDREN'S FASHIONS.

WELDON'S ILLUSTRATED  
DRESSMAKER.

IF YOUR GOODS ARE FOR WOMEN  
YOUR ADVERTISING IS FOR  
**WELDON'S**



## COMMERCIAL ARTIST WANTED

Essential Qualifications are: proved ability to create original and attractive advertisement designs in wash, line and colour, and, in particular, to produce bold and distinctive figure work. Salary £750 to £1000.

The vacancy is in an overseas Commercial Studio. Write fully and in confidence, stating age, experience, present earning capacity, and, if possible, send specimens of work (not originals).

Mr. Richardson, 57-61, Mortimer St., W.1

## AN ADVERTISING AGENCY

with highest reputation amongst all National and Provincial Newspapers, Printers, Blockmakers, Studios, etc., are open to negotiate with another Agency or Individual able to introduce new business on a share basis. Strictest investigation and complete confidence expected on both sides. Box 234. "ADVERTISER'S WEEKLY," 66, Shoe Lane, E.C.4.

**THE BEST FREE GIFTS.  
SOFT TOYS**  
Illustrated Catalogue on Request.  
MANUFACTURERS, Est. 1914  
**THE TEDDY TOY CO.,**  
45, GOLDEN LANE, E.C.1.

## We Hear—

THAT to all intents and purposes it appears as if there will be a repetition of last year's cigarette warfare in the advertisement pages this summer.

THAT the much-whispered-about new popular line the Ardath Tobacco Co., Ltd., are going to put before cigarette smokers is within measurable distance of making its appearance, and—

THAT this twenty-for-a-shilling line may be expected to have a big send off if clever advertising pulls its weight as it has done in the introduction of others that are now big sellers.

THAT there has been considerable movement among City representatives this week to get to know all about the coming Morris Motors prospectus—and their prospects of securing it.

THAT copy men are noting with more than ordinary curiosity the change that has come over certain advertised lines handled by the London Press Exchange, Ltd., and rightly or wrongly, are endeavouring to trace the hand of Mr. C. W. Hobson in the new production.

THAT no small excitement was created in Fleet Street last week-end when the story went the rounds that Sir Charles F. Higham was going to have a big say in the Sunday newspapers on the Coal situation.

THAT after about two months' slow time in the advertising department of Messrs. Lever Bros., Ltd., there is now considerable activity dealing with new schemes for Edward Cook's Lotus Toilet Soap and Olva Shaving Cream (two entirely new advertised lines); and—

THAT there is also new business for Lux, Price's Night Lights and Trufood—all of which are being heartily welcomed where they have been much missed.

THAT Mr. H. Ernest Le Bas, on behalf of *Golf Illustrated*, is contributing two prizes for the Inter-Ad. Clubs' Tourney at Walton Heath in September, and—

THAT there are already indications that Lord Riddell's challenge trophy will be keenly fought for, and this season there is a probability that ladies may, for the first time, take part in the competition.

THAT Messrs. Yardley, the Bond Street perfumery firm, whose record for artistic posters is something to be proud of, have scored another success with their latest design of the Lavender Seller which is the work of the Avenue Press, Ltd.

THAT Mr. V. J. Reveley has again been appointed vice-chairman of the Aldwych Club, a position his past services fully entitle him to occupy.

THAT considerable progress has been made with the arrangements for the issue of the enlarged *Evening Standard* which is due to make its appearance in "the Fall."

THAT the Fleet Street Club, which originally planned the Fleet Street week for Bart's, are finding that their editorial friends have gone wholeheartedly into the scheme with them that the movement looks like growing bigger than before.

THAT the local and London friends of Mr. F. E. Cook, of Leeds, who did so much for the comfort of the cricketers visiting Harrogate a fortnight ago, have been congratulating him on the arrival of a son in the family circle.

THAT the differences of opinion that have prevailed for some months between the advertisers and proprietors of a certain trade journal have, after mutual discussion, been amicably arranged, and all is now well in both camps.

THAT three appropriations for various fruit campaigns are likely to start placing in the near future.

THAT Mr. J. C. B. Percy, of the Hotspur Press, is going to celebrate his Business Jubilee with a party to Lancaster (his native town) and Morecambe on August 2.

THAT the Leeds Tercentenary Handbook edited by Mr. Stuart Hirst is unusually informative, and that a good many intelligence departments will file copies for future use.

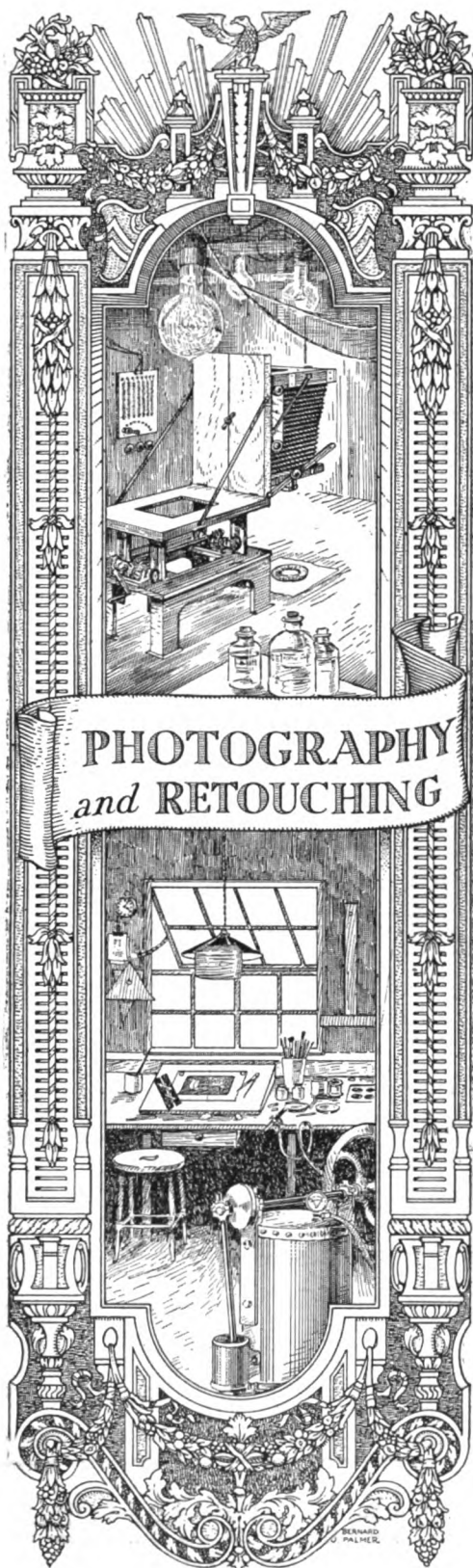
THAT the Business Research Association of Great Britain has issued Number One of its official journal, *Business Research*, with a number of important papers on different aspects of research by A. Cathles, Paul E. Derrick, J. S. M. Ward, Sinclair Wood, Professor A. W. Flux and Capt. E. N. Ackroyd.

THAT considerable importance attached in high places to yesterday's Aldwych Club luncheon when Lord Balfour and Mr. W. C. Bridgeman, M.P., addressed the members on economic facts about the coal industry.

THAT Sir Ernest Benn and the other directors of Ernest Benn, Ltd., will be "At Home" at Bouverie House next Thursday night to their many friends.

Put **Ideas** in your campaign  
It sells in the home.





## DISTINGUISHING FEATURES OF "BETTER BLOCKS" *and the CRASKE SERVICE*

Before a block is made, it is often necessary to photograph the actual object that requires illustrating.

Craske service is as keenly alive to your interests here, as in the various other branches of block making.

Where retouching is necessary, it is done according to the Craske standard, but no hesitation is shown in advising clients against retouching if a better result can be obtained from the untouched photograph.

*A good photograph - untouched is better than an indifferent one retouched.*

A L F R E D  
**CRASKE**

MAKERS OF BETTER BLOCKS

5, EAST HARDING STREET, E.C.4.

Telephone:

CENTRAL, 2602, 2603 & 2646

Telegraphic Address:

"TOANANLYNE" Phone, London

# The one in five extra that makes all the difference



TO every five potential buyers Greenwood's keen prices add one more; to every 100,000 they add 20,000. The cost is the same, and all the printing is of the clear, efficient kind that brings good business. That "One in Five extra" is bound to make a difference.

If you are seeking practical methods of reducing your Advertising costs, let Greenwood's do your Printing. Ask them for a quotation to-day.

*It costs you less when Greenwood's print it!*

## Greenwood Bros SOUTH SHIELDS



## Use the WOMAN'S MAGAZINE and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.  
Telephone: Central 8428-8429.

### To Firms Seeking Wealthy Markets

#### "PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

#### "LA RAZON" BUENOS AYRES

150,000 daily  
London Representatives:  
FREEMAN & CO., 3, Paternoster Row, E.C.4

### REPRESENTATION-BIRMINGHAM & DISTRICT

Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

### OLD ESTABLISHED ADVERTISING AGENCY

with highest reputation and sound credit amongst all National and Provincial Newspapers, Printers, etc., are open to negotiate with any advertising man able to introduce new business, on salary and commission basis. Well equipped offices. Large staff. Strictest investigation and complete silence on both sides. Write in first instance to Box 253, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

## We Hear—

THAT outside many county cricket grounds is a 12-ft. high cut-out figure of the cricketer by Septimus Scott from the famous Players Poster which has been produced by Dobson Molle, Ltd.

THAT the contract for Irish Free State Government advertising has been secured for a further period of three years by Messrs. Wilson Hartnell & Co., Ltd., Dublin.

THAT with the absorption of the *Nenagh News* by the *Nenagh Guardian* the latter paper becomes the only one published in the important area of North Tipperary.

THAT radio "fans" in Ireland and elsewhere had the pleasure of hearing Al. Canavan, the popular president of the Publicity Club, speaking from the Dublin station last Sunday on the subject of Irish holiday resorts.

THAT the use by the Dublin city commissioners of the backs of the tram tickets to urge the need for cleaner streets is appropriate, as the habit of throwing away the tickets is one of the main causes of untidy streets.

THAT the Great Southern Railways (Ireland) are now advertising extensively that Pullman cars are running on their lines, but it is noticeable that no effort has apparently been made so far to show what the amenities of their coaches are.

THAT the lure of the summer sale would appear to be as potent as ever in Ireland if the appearances of the advertising columns of the leading Dublin, Belfast and Cork dailies count for anything.

THAT the London office of the *West Cumberland Times*, the *Perthshire Constitutional and Journal* and the *Cornish News* series, formerly at 3, Amen Corner, E.C.4, is now at 92, Fleet Street, and that Mr. C. Carter is the London representative.

THAT Mr. Gilbert A. Godley's Fleet Street friends will be glad to learn that he is now making satisfactory progress and hopes to be back again very shortly.

THAT the announcement of a co-operative campaign for the London and provincial theatres, on a "Go to the Play" basis, is premature.

THAT the special Open Championship Number of *Golf Illustrated* carried twenty-three and a half pages of advertising, many of them in colour.

THAT the Sons of Harmony held their annual outing on Saturday at Hever, Kent, and a jolly cricket match was played during the afternoon, starting at Hever and finishing on another ground at Downe.

# KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and pulls-and pulls*

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20 a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



## CUMULATIVE VALUE!



Dear Sirs,

Somerset,  
3.7.26.

Have you a copy of "PUNCH" XMAS NUMBER of 1925, 1924 or 1923? Either year would do, as I wish to trace the name of a firm which has advertised in those issues. Enclosed is a 1/- Postal Order.

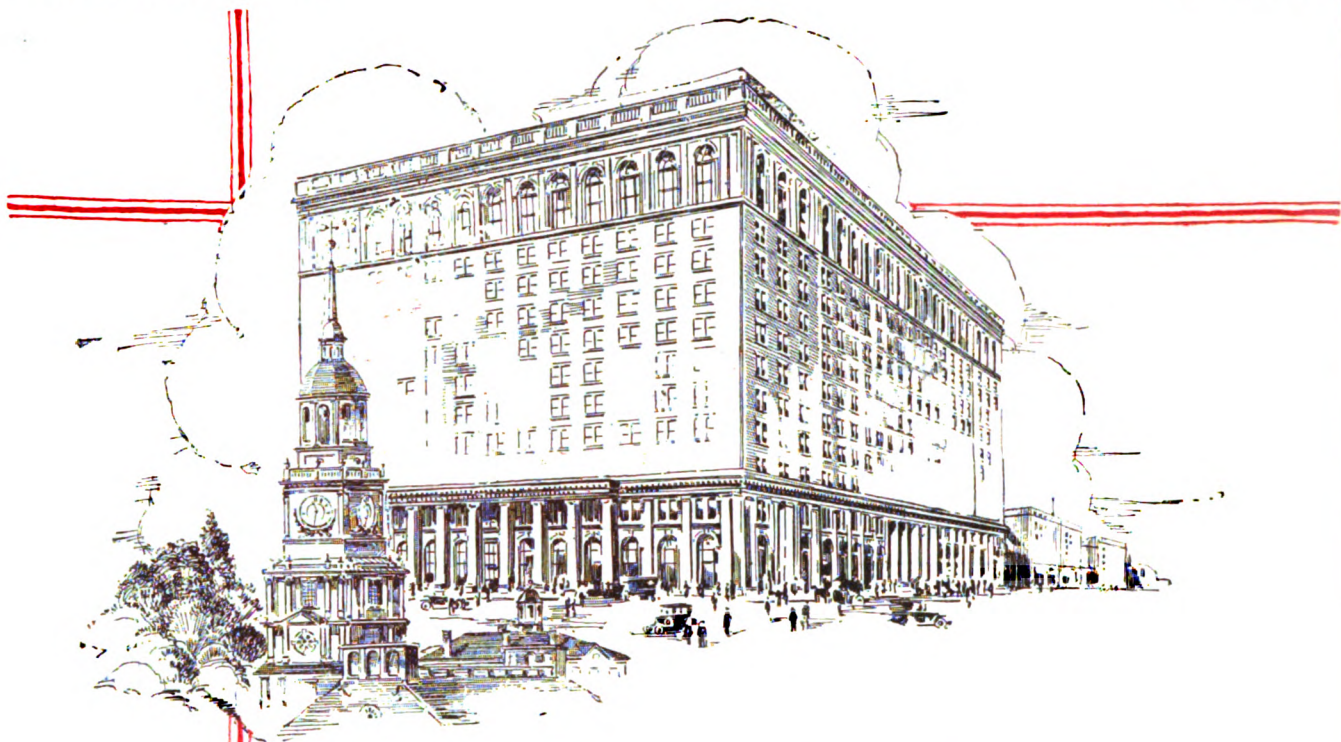
The firm often have a page in colour of very exclusive gifts of jewelled articles, and leather goods, and fittings for motorists. Yours faithfully,

Advertisers in "PUNCH" and in "PUNCH" ALMANACK will appreciate this further evidence of the Cumulative Value of advertising, indicated in the above enquiry.

Applications for space in the 1927 edition of the ALMANACK, to be published on November 1st, are now invited, but all tri-colour pages, covers and Facing Matter positions are already sold.

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, Fleet Street, London  
E.C. 4





## The Aftermath of A Great Convention

For sincere friends of peace and international amity and good will there is no more encouraging sign abroad in the world today than gatherings of the character of the recent convention of the International Advertising Association, to which Philadelphia has had the honor of playing host.

Here was a representative assemblage of the finest type of business man of twenty-seven nations, discussing in a friendly spirit of co-operation problems common to them all—each freely tendering the other the fruits of his own experience in a great profession.

The Public Ledger is only echoing the sentiments of Philadelphia—and America at large—in offering its congratulations to the advertising men of England for their outstanding contribution to this remarkable gathering.

**PUBLIC**  **LEDGER**  
**AND**  
**NORTH AMERICAN**  
**MORNING--EVENING--SUNDAY**  
**PHILADELPHIA**

**TELL  
MORE  
SELL  
MORE**

Everything  
we do "tells."  
**IMPERIAL  
ADVERTISING  
AGENCY**  
(F. J. McGloin,  
Controller,  
Walter House,  
Bedford St., Strand,  
London, W.C.2.  
Phone:  
Gerrard 9237.

# The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

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Vol. 51

FRIDAY, JULY 16, 1926

No. 684

## What Philadelphia Has Taught Us

Lt.-Col. Lawson on America's Press—Things Learned and Taught—The Meaning of "Improving Advertising"

**L**T.-COL. LAWSON arrived at Southampton on Tuesday from New York by the Cunard liner *Aquitania*, and in an interview with the **ADVERTISER'S WEEKLY** he declared that the Convention in America had been a very great success.

"The proceedings," he said, "have been extremely interesting. There were over 3,000 delegates present from various parts of the world, including Canada, New Zealand, Germany, Holland and an important French delegation, the last including M. Marcel Knecht, managing director of the *Matin*."

"I think we have learnt something from America, and I was impressed with the volume of advertising in the States, which seems to be increasing every day. They are still running very big papers, and I think they will continue to do so. The public seems to like the big paper, and they have got accustomed to it. I think the big paper is a sound economic proposition, with news print at its present price."

He added that there was no question about American prosperity, and that was reflected in the prosperity of the large advertising in the papers.

"Prices are high but wages are also high," he said. "The evening papers occupy a different position from those in this country. You get a big evening paper issued at 10.80 in the morning when we have only racing editions. There are as many evening papers as mornings."

He spoke of the great work done by the Better Business Bureau, which was similar to the National Vigilance Committee in the British Advertising Association, and said it was doing a sterling work.

### Work at Philadelphia

Lt.-Col. Lawson apparently sums up the views of all the British

delegates when he says that the Convention at Philadelphia has been "a very great success." Those who have already returned from America, and with whom we have spoken, are unanimous in their opinion that the Convention has more than justified itself and that much good work has been done.

There are still those who seem to believe that conventions are a waste of time—a kind of glorified wayzgoose. Those who went to

Philadelphia have another story to tell. The delegates enjoyed themselves to the full, thanks to the hospitality of the New York Advertising Club, the Poor Richard Club of Philadelphia and Mr. J. McEntee Bowman. But during the long business sessions they *worked*—worked to make the Convention a success—and every session was so well attended that there was difficulty in finding accommodation for all the delegates.

To "make the Convention a success"—what does it mean? Why does everyone say that the Philadelphia fixture has been successful?

It means that something has been learned and something has been taught. Experiences have been pooled. Everybody has had an opportunity of seeing something of the "other fellow's" point of view.

### Improving Advertising

But it means something even more than this. It means that the standards of advertising have been improved.

The phrase "for the good of advertising" is sometimes considered to be fatuous, mere rhetorical words that have no concrete meaning or truth.

The answer to such an expression of opinion is obvious. It is necessary only to look back a few years to see what advertising was.

All that is changed. Advertising has risen to the rank of a profession. Some of the world's most prominent men have given their lives to its improvement, and there is now a growing confidence that advertising is a serious and honourable business—and that "advertised goods are good goods." That is what is meant by "improving the standards of advertising."

### THIS WEEK'S PAPER PHILADELPHIA REPORT

New I.A.A. Constitution

The Outlook for World Trade  
—by Dr. Julius Klein

The Week-end at Westchester-  
Biltmore Club

Advertising Has No Frontiers!—by  
Lt.-Col. E. F. Lawson

Good Ideas from Philadelphia  
Speeches

Half-premium Policy applied to  
Instalment Selling —by Leslie  
Lewis

Where Shall I Spend My Money?  
—by "The Old Hand"

*Choosing Media for the Small Trader*

"Say it with Music"—by Jack  
Bride

*Catchy tune that sold a Liqueur*

Selling a British Pageant to  
Americans

Getting that Mailing List Right—  
by Max Rittenberg

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Club Notes and News  
Advertiser's Gazette  
Current Advertising  
We Hear, etc.*

THE ADVERTISER'S WEEKLY  
66, Shoe Lane, London, E.C.4.

**Philadelphia Report Number**

# The New International Advertising Association

How A.A.C. of W. name was changed—Final General Session at Philadelphia

(From our Special Correspondent)

**T**HE change of name of the Associated Advertising Clubs of the World to the International Advertising Association, recorded in the cable published in the WEEKLY on June 25, was adopted at the final General Session of the Philadelphia Convention.

Mr. C. K. Woodbridge, re-elected for a second year of office as President, commenting on the change, said:—

"At the London Convention an international Programme was established for the Associated Advertising Clubs of the World.

"Since then definite progress has been made in carrying out that programme which has so happily culminated in the splendid work and expression of this Convention.

"To-day the name of this organisation has been changed to International Advertising Association, in recognition of this broadening of purpose.

## Greater Opportunities

"As a result of this broadening of purpose there has been rapid growth in club development in other countries evidenced in the attendance of so many earnest and distinguished delegates from those clubs.

"Change in the organisation of the Advertising Commission gives greater opportunities for active participation by the individual clubs at home and abroad in carrying out this international programme through more direct representation upon that commission.

"A clearer realisation has come to all of us that trade is not confined to state, national or continental boundaries.

"We have a more general recognition of the fact that development and perfection of *ideals* common to all peoples is conditioned upon trade extension with the consequent business friendships which so naturally lead to mutual respect and understanding."

The reference to the Advertising Commission requires explanation.

## Independent Body

Hitherto the Commission though actually a creature of the A.A.C.W., has been an independent body, holding its own meetings and carrying on its own affairs without direct reference to the parent organisation. Membership in one did not necessarily mean membership in the other, and there were some departments in each which could not be mutually admitted. Under the new arrangement joint meetings of representatives of both will occur four times a year, and now the Commission admits to its body three members of the National Better Business Bureau, three from the sustaining members of the I.A.A., three from the women's clubs and one from each district of affiliated clubs. Three members of the National Better Business Bureau, three sustaining members of the I.A.A., three representatives of the women's clubs and one from each of the

twenty-seven club districts will be admitted to membership in the Commission. Thus the main body will participate in the deliberations of the Commission and have a voice in its affairs.

It means a change in the present plan of administration. Hitherto none but the member clubs had any power or direct influence in A.A.C.W. matters, the various departmentals of the Commission having to operate in this connection only through the local clubs to which its members belonged. Now newspaper publishers, advertising agencies and all the other departments, twenty-seven in number, will be active participants in the I.A.A., with direct representation.

## Election of Officers

The Chairman, Vice-Chairman and Secretary of the Advertising Commission, under the new formation, will be elected at the annual Convention of the International Advertising Commission.

The Executive Committee is increased from seven to nine members.

The Joint Assembly is to pass out of

existence and all its functions are to be assumed by the Advertising Commission.

There will be 27 voting members from the Commission, 27 from the club districts as they now stand, one from the Better Business Bureau, one from the sustaining members and one from the women's clubs.

Many weak clubs in the organisation were weeded out last year, the number descending from 314 to 253. Most of these, Mr. Neal explained in his report, were Neosha Plan clubs. "We are now at fighting strength," he added.

The total membership of the affiliated clubs was reduced also, but only from 22,484 to 20,115.

## Membership Gain

Departmental membership gained more than 1,000, but sustaining members fell from 1,083 to 913.

Rowe Stewart, of the *Philadelphia Record*, and Frank H. Sission, of the Guaranty Trust Company, of New York, were elected secretary and treasurer, respectively by unanimous vote.

At the suggestion of Mr. Woodbridge the delegates gave a demonstration of appreciation when Howard Story, president of the Poor Richard Club, and Mrs. Ellen S. Patten, president of the Philadelphia Club of Advertising Women, were brought on the stage.

Mrs. Frederick E. Lawson, wife of the head of the British delegation, was also introduced to the delegates and presented officers of the Philadelphia Women's Advertising Club with souvenirs of the visit.

# Three Halcyon Days

Week-end Visit to the Westchester-Biltmore Country Club—A Time of Generous Hospitality and Well-Earned Rest

(From Our Special Correspondent)

**A**FTER the strenuous days of the Convention at Philadelphia, when all the delegates worked hard and diligently to make the departmental sessions a success, there could have been no more delightful rest than the week-end we spent at the Westchester-Biltmore Country Club, as the guests of Mr. John McEntee Bowman.

We arrived on the Friday and returned to New York on Monday morning. During our stay we were overwhelmed with generous hospitality, and the days slipped by all too quickly.

On the Friday evening we were entertained to a welcome dinner. We saw exhibitions of boxing, polo, moving pictures; we played golf to our hearts' content on three of the finest courses; we danced, rode, bathed, and were made free of every facility in this, one of the finest country clubs in the world.

## The Bathing Beach

We were invited to make use of the Casino at the Beach Club, which is situated on Long Island South, within a short distance of the club.

This Casino is a part of the private bathing beach belonging to the club. It is a beautiful miniature Palm Beach, and full advantage was taken of its luxury in the very hot weather which we experienced during those three days.

Every type of sport and recreation was at hand, and we were welcome to do exactly what we liked. There was no set programme and we all disposed ourselves according to our fancy.

A very faint idea of the splendid hospitality extended to us may be seen from the photograph, which appears on the facing page, of the welcome dinner when we arrived at the Westchester-Biltmore Country Club on the Friday evening.

When the motor 'buses left the club for New York on Monday morning we—sighed! They had been wonderful days, and the thanks of the delegates to their host, Mr. McEntee Bowman, were as sincere as thanks could ever be. To advertising men in this country who visited Rye on this occasion his name will always be recalled with gratitude.



*Philadelphia Report Number*

# The Outlook for World Trade

## Its Dependence upon International Advertising—Steady Progress towards Stabilised Prosperity

By Dr. Julius Klein,\* Director United States Bureau of Foreign and Domestic Commerce, Department of Commerce

**T**HERE never has been any question about the economic value and importance of advertising among those who are informed as to its real purpose and possibility. It is, therefore, a matter of profound importance to say nothing of professional pride for the advertising fraternity that its growing powers should be concentrated upon the elimination of waste due to ill-advised sales effort.

It would be difficult to arrive at any concrete tabulation as to the waste incurred through injudicious advertising and sales effort in foreign trade, but all of us, I am sure, who are in touch with overseas selling have been repeatedly depressed with the haphazard exploitation of this rich field especially by the casual pretenders in business whose only interest is some momentary profit and whose spasmodic ventures have done more to demoralise and disturb legitimate effort than any other element in international business.

### Long-View Sales

Any programme for the betterment of international advertising at this time must have at the head of the list of proposed operations the dedication of all of the powers of your profession to the furtherance of long-view sales programmes, and particularly the discouragement of over-ambitious selling for the sake of temporary returns.

There are, of course, a number of trouble spots still vexing business in

different quarters of the globe, but speaking in large terms, there can be no doubt whatever that international business is not only making progress but it *has* made progress. The fever of nationalism with its embittered reactions against international commerce, transportation, and finance is gradually subsiding. We have already passed a number of milestones and are well along the road toward that mutuality of respect and goodwill which is the foundation of all good business.

### Commercial Treaties

It is not generally realised, for example, that since 1920 about one hundred commercial treaties have been negotiated, the majority of them based upon most-favoured-nation assurances, which indicate unmistakably the increasing determination to accommodate one nation's measures of trade control to another's need. The ratification of the Geneva Customs Convention of 1923 by nearly forty nations has provided simplified standardised practice and rules covering customs procedure, greatly facilitating the movement of goods in international traffic and materially curtailing the costs and difficulties of foreign trade which plays so large a part in the economic life of every European nation.

Furthermore, there has been a general relaxation of licence restriction upon international shipments; in Germany, for example, these limitations have been almost entirely abolished and they are rapidly disappearing elsewhere.

As to the precise situation of inter-

national business, it will interest you to know that for the first time since the war, according to a survey of the exports and imports of the fifty nations contributing nine-tenths of the world's commerce which has just been completed by the Department of Commerce, the trade of the world has just reached its pre-war volume.

The value of this grand total for 1925 was about \$57,608,000,000, which with proper deductions for price inflation, represents a volume of trade just about equal to that of 1913, whose value was \$38,710,000,000.

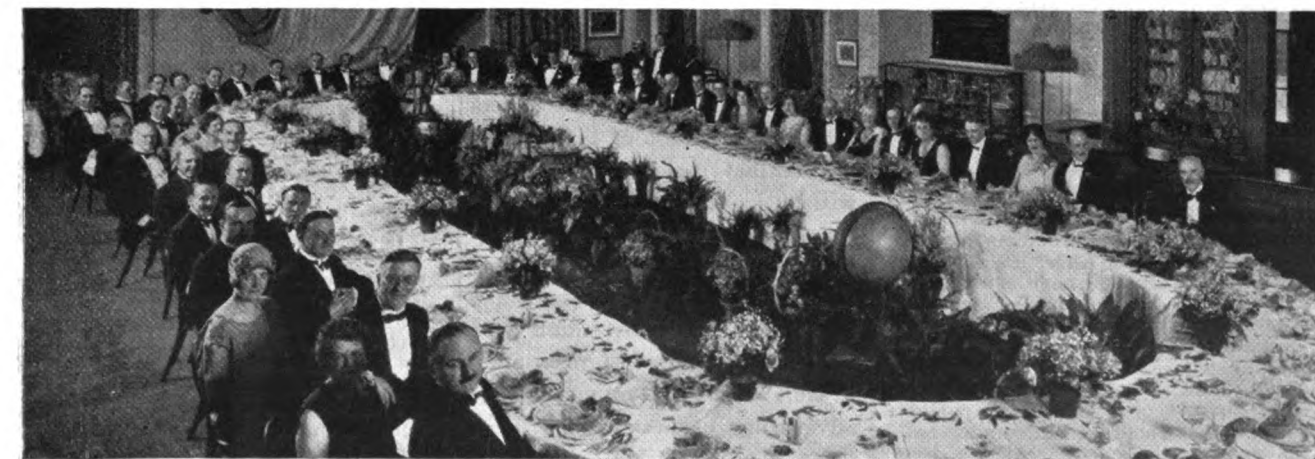
Incidentally, this total for 1925 represents an increase of more than 13 per cent. over 1924, which shows that the business world is moving steadily ahead. Europe, as a whole, still lags behind its pre-war level, but the difference is made up by the advances in the Far East and the Americans.

This brings up a striking fact as to the trade outlook, namely, the vast improvement in standards of living and buying power in many newer markets across the Pacific and in South America.

### Unique Possibilities

It is in the exploitation of these new opportunities that international advertising is in a position to render a unique service. Because of its alert watchfulness and especially because of its obligation as a part of the intelligence service of modern business, the facilities of the advertising world should be brought to bear with all possible precision and

(Continued on page 110)



*A photograph taken at the banquet to the British delegates at the Westchester-Biltmore Country Club*

\* In an address at the Philadelphia Convention.

**Philadelphia Report Number**

# Advertising Has No Frontiers!

**Lt.-Col. Lawson's Address—Unity of Effort in Selling and Publicity Wanted throughout the World**

*Lt.-Col. E. F. Lawson, President of the Advertising Association and leader of the British delegation, speaking at the General Session on Monday, June 21, said:—*

**M**Y instructions were that in addressing the opening meeting of this great Convention I should keep my address on the international plane, and my inclination was in accordance with my instructions.

I was reading the other day with the care with which all good Englishmen study original thought—whether grave or gay—from your side of the Atlantic, a humorous after-dinner speech about the unifying effect of advertising in the United States.

The speaker described his wonder at the way in which the United States absorbs and assimilates the many peoples who pass through its ports and welds them into one homogeneous whole. Finally in the subway the thought came to him that one of the most potent factors in this unifying process was the universal consumption of advertised products.

### The Unifying Influence

All alike wash with the same soap, eat the same foods, wear the same underclothes, so that a Tartar is at any rate an American under his shirt—and walks in the same shoes. And finally he came to the conclusion that advertising is the greatest unifying influence in your great Republic.

There is a germ of truth latent in this fancy—the speech incidentally was far more humorous and effective than I have given you any idea of—and this truth is equally true internationally as nationally. You must not examine it too closely or stress the argument too far.

But the knowledge that I am wearing socks imported from France gives me neither confidence nor skill in the art of dancing. Nor does the fact that I light my pipe with Norwegian matches inspire me with that courage and bold spirit of adventure which sent out Eric the Red on that great voyage of discovery to the country which, with more poetic than prophetic instinct, he christened Vineland the Good.

### Inseparable Companions

It was the train of thought set up by this grain of truth which led me to call my address "The Frontiers of Advertising." I chose this title because advertising has or should have no frontiers. It is at once the forerunner and the inseparable companion of trade.

I could reel off for you a long list of American advertised products on sale in our country—cars, accessories, food-stuffs, soaps, typewriters, razors, patent medicines, household requisites and so on.

In return our export trade to the United States attains such measure of success as our enterprise, your apprecia-

tion of the quality of our manufactures and not wholly beneficent tariff can give it, and that success is not inconsiderable.

The interchange of such commodities involve the frequent visit of numbers of manufacturers, traders and advertising and selling men. What is true of our two countries is applicable to a greater

frequently and perhaps more hopefully than the advertising and selling man, and there is plenty of room for good will in his suitcase both on the outward and the homeward journey.

I suggest that from the point of view of creating better and fuller understanding between our country and the United States it is difficult to over-estimate the importance of the 1924 Convention at Wembley.

Thousands of American men and women left these shores not in the spirit of the tourist but in the spirit of the enquirer, and met in discussion and in friendly intercourse those in our country who are engaged in the same calling.

We met on the common ground of membership of the same profession, we



*The burial place of William Penn, the founder of Pennsylvania and the "City of Brotherly Love"*

or less degree to any countries which you may care to mention.

Those men who travel from country to country, though they may be concerned only with their own affairs, exercise a far wider influence than they can possibly imagine.

### Contact Men

They are the contact men between the peoples. Nobody travels more

learned to appreciate the common ground of citizenship of the same world—a world whose progress can only be guided on the paths of peace by understanding and by sympathy.

I only regret that circumstances which we could neither control nor foresee have prevented us from sending a larger and more representative delegation to Philadelphia.

From its historical associations no less than from the importance of its present position in the industrial life of your great country there could be no meeting place more acceptable to our people than this great and beautiful city of Philadelphia.

### Overseas Membership

I should like to consider how we can progress further on the lines which we have already taken up—to discover how we can increase our membership overseas and make more effective an organisation which would pass on our members when we travel from club to club and from association to association.

I should like to see membership of this organisation do even more than it is doing now to break down the frontiers for advertising men and women and to give them a passport to the hearts and to the homes of our members in the countries which they visit.

There is much that we can do between Convention times, and I assure you, Mr. President, that we in England are ready to co-operate to the utmost of our endeavour.

## Message from PRESIDENT COOLIDGE TO THE CONVENTION

Please extend to the Associated Advertising Clubs of the World my cordial greetings and good wishes. Your organisation is representative of a new field of activity where high principles and right leadership is vital. I am sure that your Convention will bring a fuller sense of the duties as well as the advantages which advertising carries with it.

**CALVIN COOLIDGE.**

# Should the Half-Premium System be Adapted to Instalment Selling?

And Would it Help to Fight the Slump?—How Insurance Companies Have Used the Idea—Tiding Over Difficult Times

By Leslie Lewis

**B**USINESS might be very much better!

No one, unfortunately, will deny the truth of that statement, and even those firms which are advertising skilfully and persistently are feeling the influence of an adverse trade wind. Industrial troubles have led to a certain slump in most sections of commerce, and it is for business men to devise means of maintaining—or even increasing—sales in spite of this slump.

The article on instalment selling that appeared last week dealt with the question of "Where is instalment selling most effective?" Another question arises: Could instalment selling be used to combat the trade slump by making the paying of instalments easier during the lean times?

If we could find a way of increasing instalment sales, we should probably have found one way of maintaining our trade level in spite of adverse conditions.

## An Insurance Way

Certain insurance companies have shown us a way in which this plan might possibly be put into practice.

They have a system called the "half-premium" policy. This means that a man can take out a policy for a large amount but, during the first five years, he can pay small premiums in order to tide him over difficult times. That is to say, he may take out a policy for £1,000 and for the first five years pay only £11 8s. 4d. per year. After the first five years he must increase his payments to £25 17s. 2d. per year.

The usefulness of this scheme is obvious. Many men insure their lives immediately they get married. At this time, finances are usually at their lowest ebb and the premium is sometimes hard to find. By the half-premium policy they are allowed to insure for a large amount but they need not pay the full premium for the first difficult years. When they are in a better position, and when the first calls of married life have been satisfied, they then enlarge their premiums.

The same would happen in instalment selling.

Many men, just now, are feeling the slump in business and are postponing their "luxury" purchases. This means that there is bound to be a slump in the business from which, in happier and easier times, they would have made those purchases. With the half-premium plan in operation, they would be able to buy the necessary articles at once, paying very little for

## TO COMBAT THE SLUMP

How can instalment sales be increased?

Have insurance firms shown the way?

Can buying be made easier in bad times?

*This article is a corollary to Mr. Cecil Chisholm's question last week—*

*"Where is instalment selling most effective?"*

them until their own particular businesses had tided over the difficult period, and they were able to pay more substantial amounts.

This plan should operate well even in ordinary circumstances. Young married people who furnish by the hire purchase system may find it difficult to pay the instalments during the first two or three years. With the expenses of buying or leasing a house, the instalments are sometimes troublesome to meet at first. Indeed, there is little doubt that, in spite of the advantageous terms now offered by hire purchase firms, many young couples are deterred from furnishing on the instalment plan on account of the fact that, when they are first married, there are hundreds of small expenses to be met and there is a feeling that they may not be able to meet the demands of the instalments during the first years of married life.

## Helping Newly-Married

Now, if these young married couples were allowed to pay, during the first year or so, quite low premiums of, say, a quarter of the usual amount and then could increase their instalments when they had settled down and their position had been bettered, there is no doubt that they would find it easier to furnish under the system.

An objection may be raised to this plan to the effect that it would increase the risk of bad debts. As far as can be seen, the risk would be no greater than in the usual course of hire purchase. There is one point in all hire agreements, without which the system would be impossible altogether. That is, of course, that the articles

remain the property of the firm until the "hirer" has paid for them in full. This would remain a clause in the contract under the half-premium plan. It is doubtless the fear of having to return the articles on account of inability to pay that frightens many people and makes them shun the instalment plan. The half-premium idea should, however, make it possible for everyone to pay, since the burden of the hard years is shifted on to the shoulders of the easier and palmier days.

## Fixed Initial Payment

The initial sum paid down would, of course, have to stay the same. A payment of, say, £15 on £100 worth of goods could not be reduced to £5. That, indeed, might be the cause of an increase in risk and it would be essential that the initial outlay should be standardised as it is at present.

Furniture has been mentioned since this section of commerce probably uses the instalment system as much as any other. Pianos, which are usually considered items of luxury with middle-class married couples, sewing machines and motor cars would also be sold more easily under this plan, and there is little doubt in the mind of the writer that the plan could be advertised in many trades with considerable advantage.

It is possible that some such system is in operation in one or two businesses. A certain well-known firm offers to allow purchasers to fix their own terms. This is by no means the same as having a standard graduated system of payment upon which all are treated alike and which allows leniency during a fixed period at the beginning of the contract. This scheme should breed confidence and should surely result in considerably increased turnover.

## The Matter of Confidence

It has been said that, to be too lenient in instalment payments, is to lose a certain amount of the prospect's confidence. It is probable, indeed, that if he is allowed to fix his own initial payment and also his subsequent instalments, he may think that "there is a catch in it."

On the other hand, if the same terms were offered to each "hirer"—that is, if standardised lower payments were allowed for the first months, it is more than probable that the prospect would see the real advantages offered and gain confidence in the dealer's desire to help him.



# Where Shall I Spend My Money?

Advertising Media for the Small Retailer—Hints on Buying Space and Determining Appropriation

By "The Old Hand"

**W**E come now to the third vital point in considering an advertising campaign, the problem of where to spend the appropriation, or, as a certain school of thought likes to express it, where to invest the appropriation. Observation and listening have led me to a few definite conclusions, so far as advertising for retailers is concerned.

The shop is a fixed, considerable and unavoidable expense. Therefore above all, make good use of the windows.

The next fixed conclusion is that more and more does the importance of the Press grow for the retailer.

## Expert Advice

The third conclusion is that all other methods have their advantages but that the use of them requires discretion and also expert advice in preparation of the material. They can be brought into play in the later stages of a firm's progress. The early months should see concentration on the window and the Press.

It can reasonably be assumed, except in the few historic main thoroughfares of the country, that 80 per cent. of the public using a street are habitual users; the figure certainly does not fall below 60 per cent. Those people are the most likely customers for the retailer, and whether they number 100 or 1,000 a day there is a distinct opportunity to reach them.

They must see your windows. Don't let them pass. Make them stop. Those windows are costing money in rent, rates, taxes, insurance; make them pay for their keep.

The first thing to do is to make the window distinctive. Each week, as I outlined in the first article, feature prominently the article you are advertising in the Press. But do not fail to see that the rest of the goods are chosen for your immediate public. And do not cram your window full of stuff.

Again, because 60 to 80 per cent. of your regular traffic is regular take the trouble to vary the window frequently. This can well be done twice a week, even if only to the extent of rearranging half the goods shown. That rearrangement and changing of the goods shown first of all attracts attention—and subconsciously the spectator gets the impression that the previous lot has been sold.

"Stunt" windows rarely pay the retailer unless he is running a big department store. The moderate man wants moderate and businesslike effects, and he must keep them closely linked with his Press advertising.

For the Press is the most consistently sound method of publicity.

## Shopping News

The people have come to regard advertisements as "shopping news." They expect it and read it and talk about it. The big stores have done a great deal to bring about this state of mind by lavish expenditure. The small man can take advantage of it.

The small advertiser's best friend is the advertisement manager of the local paper. He is the man to consult—and if there is more than one paper consult all of them. Each advertise-

ment manager is interested in your advertising, not only for the revenue that it will bring him, but for the results that it will bring you, because they reflect to the advantage of his paper.

Do not buy your advertisement space week by week.

The advertisement manager will quote you a special rate for an order for fifty-two 2-inch double column advertisements or 208 inches for the year that will be appreciably less than you would pay if you book the space week by week. If for any reason you have to cease advertising after thirty or forty insertions you will arrange to pay an equalising rate, without being committed to payment in full for the fifty-two.

## Selected Positions

A long contract booking like that, also, will give you a chance to select and retain a position throughout the year. That is an advantage, especially if you get the right position. The great mass of people open a newspaper in such a way that the left hand is rather above the middle of the outside left edge and the right hand somewhat lower on the right edge. The eye of the reader after skimming the main news headings on the page will rest for a moment at each of the positions to which the thumbs point.

That is "Where to advertise" for the man who is putting all his appropriation into 2-inch double column spaces. A really good "Point of Contact," as explained in my first article will be seen and noted by many more persons than if it were on any other position on the same page. The reader's own hand is the guiding line which leads the eye straight to the advertisement.

How far does the Press reach potential customers?

Only 6 per cent. of the residents in your town will vary from year to year. The other 94 per cent. are there all

(Continued on page 106)

## QUIBBLES!

**LAST WEEK** the statements made in our letter of the 30th June were denied.

**THIS WEEK** we shall return to the matter in a further letter to the same firms.

**It will repay close perusal.**

**THE OVERSEAS PUBLICITY & SERVICE AGENCY,  
9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2**

Manager—G. D. YOUNG.

'Phone: Holborn 5628.

Telegrams: "Egyptadco."

**Representing THE PICK OF THE DUTCH PRESS.**

# Thou be our leader in the field, Keepest thou thy armour bright

**H**ERE is a piquant contrast in the outlook on industry held by two manufacturers. One—a very eminent and distinguished industrialist—wrote us a few days ago in this strain: "I am afraid we have virtually resigned ourselves to relaxing our efforts in the retail end, and counting upon large volume sale in the usual trade channels as the most promising means of maintaining our turnover."

The other—the head of a firm with probably less resources—visited our offices and opened an interesting discussion by emphatically stating: "We are determined to be known all over the world as a — manufacturing concern." This firm has established a fairly large and prosperous business in one particular field, and the declaration was an announcement of a new departure.

A firm which resigns itself to relaxed effort in the retail end is in effect saying that it ignores the ultimate consumer—the man in the street and the woman in the home. If this attitude were universally adopted by the British manufacturer we should be treading the path to trade oblivion.

On the other hand, when the spirit of our visitor who says: "We are determined" to do such and such a thing pervades all branches of British production, no power and no nation on earth will prevent a speedy return to prosperity in this land.



**"I**F thou be our leader in the field, Keep thou thy armour bright." We, of Saward, Baker and Co. Ltd., believe advertising to be the medium for keeping the armour of business bright. Modern advertising calls for such constant care, such everlasting need for freshness and a never-failing, never-varying attention to sound policy, that a business cannot advertise well and have its armour dull. If you would be the leader in your field you must keep your armour bright by sound, vigorous selling methods and forceful, well-planned advertising.

But in advertising there are degrees of efficiency. We claim to apply "the little more" to every branch of selling and advertising with which we deal, that makes the big difference in sales and in stability. It is a bold claim and one we substantiate by proof. We have helped to build, within the last quarter of a century, many firms who are leaders in their field.

Those other famous firms who more recently adopted Saward Baker Service did so, we believe, because of the soundness and virility of our past achievements.

Now we desire to associate ourselves with others who possess the determination to be leaders in their field, and thus assist to make Britain once more a land of plenty.

"If thou be our leader in the field, Keep thou thy armour bright."

## SAWARD, BAKER & CO., LTD.

Advertising from A to Z

27 Chancery Lane, London, W.C.2

Telephone  
Holborn  
5528 (5 lines)

Telegrams  
"Sabazia Holb  
London"



The back and front covers of the song that sold the liqueur

## "Say It With Music"

A Catchy Tune that Put a Liqueur on the Market—Unusual German Campaign that Succeeded

By Jack Bride

WHEN launching a new liqueur, to which the name of a famous German music-hall artiste had been given, the Steigerwall A.G. of Heilbronn-am-Neckar employed novel methods to introduce the product, not only to the public, but also to the retailers.

It was decided to "say it with music," and a fascinating shimmy entitled "Lucca" was written by Kurt Lustig, with original music by Von K. Thiele.

The verses, three in number, underline all the pleasure the product can give, comparing its charm to that of the late singer Lucca and recommending it to all and sundry as a neurasthenia killer.

Thousands of Likör Stuben, having a piano or a little orchestra were induced to play the piece, and a little advertising campaign in the Press offered the music and words of the "Lucca" shimmy to any one interested.

The Press advertising can, for the moment, be discounted as far as selling the product itself, and it can be said that all the publicity has been built up on the vogue of "musical" copy.

Catchy and pleasing, the song soon became popular, left the Likör Stuben, conquered the drawing-rooms, the man in the street, till the errand boys caught the germ and thousands of them went their way whistling the music.

The free "space"—for which no Press agent had to be retained—obtained in this way, is incalculable.

The product and the shimmy are now just over three years old, and everyone in Germany knows "Lucca."

But there is a still more interesting angle.

The "Likör" and "Wein Stube" were compelled by public demand to stock. Indeed, many bought after a first refusal, their hand forced by the continuous demand—often expressed with boisterous if musical insistency—of those the shimmy had converted.

I believe it is a unique example of a sales and advertising campaign based exclusively upon some 35 bars of tuneful music.

The venture has proved a success, and while the "cafés" stock, the public have got the habit to ask for "Oh, hm, ha, Lucca Liqueur."



The Pageant show card and poster

## SELLING A BRITISH PAGEANT TO AMERICANS

Civic History as City Publicity—Organising and Advertising the Norwich Pageant

By GERALD B. REEVES

THE Norwich Pageant, which takes place from July 21 to 24, is the biggest effort yet undertaken by the Norwich Publicity Committee, under the presidency of the Lord Mayor and the management of Mr. Gordon Brett, in its scheme for popularising not only the manufactures of Norwich, but also the City's historic associations and beautiful old buildings. The response to the Committee's appeal for public support of the Pageant was immediate and widespread, over 1,000 performers, 150 musicians and 100 committee men soon being engaged on the preparations.

The financial, advertising, staging and transport sections of the organisation have been the responsibility of various committees composed largely of prominent Norwich business men, to whom the Pageant has appealed strongly. The commercial and manufacturing circles of the City have given the Pageant such hearty support that it has been possible for the whole scheme—planning, printing, costume-making, etc.—to be carried out locally.

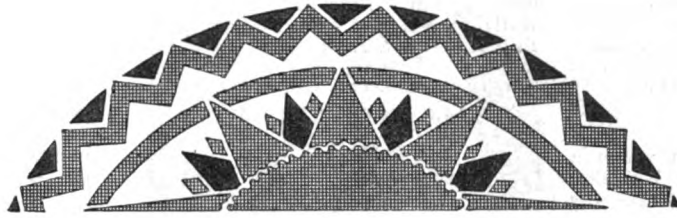
### Propaganda Issued

The Advertising Committee has had plenty of copy, of which they have made good use. A square Pageant-picture in three-colour work, with a medieval crowd grouped in front of the Castle and the Cathedral, was designed by Mr. Owen P. Smyth, a local artist. This picture, with wording giving dates, times and prices, has been used on 4,000 posters, 1,000 show-cards, 10,000 postcards, 100 tram and 'bus slips, and 100 transparencies for shop windows, and on the cover of 20,000 small folders and 4,000 handbooks. The poster was distributed all over England, the East Anglian towns and seaside resorts having been concentrated upon. A short film of the rehearsal of some of the episodes was made and presented to the Committee by the Haymarket and Electric Picture Theatres for exhibition throughout the county. Great use has been made of photos of the rehearsals, these having been displayed in the windows of Messrs. Jarrold's shop and the office of the Norwich Mercury Co. Selections of them have been published by the *Eastern Daily Press* and the *Norwich Mercury* series, locally, and by the *Daily Mail*, *Daily Mirror*, *Daily Graphic*, and other papers some weeks before the Pageant took place. Paid-for advertisements were limited to small spaces in local papers, but editorial publicity was given by several London papers, and 17 promised to send reporters to the event.

### Linking-up with America

The fact that East Anglia was the home of the ancestors of Abraham Lincoln and other prominent American men has always been one of the Publicity Committee's favourite pieces of copy and the Pageant has not lacked publicity in the United States. Under the head-lines, "Ancient English Town to depict Historic Annals of Famous City of Norwich plans Great Pageant in July," the *La Crosse Tribune* and the *Wisconsin State Journal* printed the story of the episodes.





# CONFIDENCE

Service undeserving of Confidence has little right to the title. And the value of the ablest advertising organisation is in proportion to the trust that can be placed in its character, its methods, and its work.

Long proved ability and sound advertising practice on the part of a Publicity House are the Advertiser's stoutest security. A confidence in such service can be supported by the faith others repose in it. And can be strengthened by the high opinion and satisfaction with which these principals have come to regard Advertising.

The great businesses served by the House of Mather & Crowther and the unbroken years of service are evidence of confidence merited and trust imposed.

*We cordially invite Principals to  
call and examine personally  
the opportunities provided by  
the Mather & Crowther  
Organisation*

## MATHER & CROWTHER, LTD

### Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4



# Ad. News in Brief

King and Queen on Gas Fires—Changes of Appointments—  
Big Prospectus Issues—Mr. Crawford's Recovery

## Mr. Crawford Back Again

The whole of the advertising world will be glad to learn that Mr. W. S. Crawford, who, as announced in the WEEKLY, had an aeroplane accident recently, has completely recovered, and is back at work again this week.

## New Peer's Title

Mr. H. Seymour Berry, on whom a barony was conferred in the Birthday Honours, will, we understand, take the title of Lord Buckland of Bwlch.

## Mr. Robb Lawson Honoured

Mr. Robb Lawson, of the Allied Artists Corporation, Ltd., was last week elected chairman of the British Motion Picture Advertisers.

## A Token of Esteem

On the occasion of Mr. Cock leaving the L.N.E.R. Advertising Department to take up the position of Publicity Manager of the United Automobile Services, Ltd., he has been presented by his colleagues with a mahogany bureau.

## Death of Mrs. Wales

Friends of Mr. George H. Wales, for many years managing director of Health Promotion, Limited, and more recently in business on his own as a publisher and proprietor of the Beasley Surgical Appliance Co., will regret to learn that his wife passed away very suddenly last Saturday from heart trouble.

## New Falkirk Premises

A warrant has been granted to Messrs. Mackie & Co., of the *Falkirk Mail*, for the erection of new buildings at the new Market Square, on the estate of Belmont. The structure will consist of up-to-date printing, publishing and billposting works.

## New "Circulars"

The Purple Circle, a "secret" American advertising men's group, with some fearsome titles for its officers, has elected Lt.-Col. E. F. Lawson as a life member, and has charged him to appoint the following British life members:—Sir Charles Higham, Mr. John Cheshire, Mr. C. Harold Vernon, Mr. W. S. Crawford, and Mr. John Hart. Sir William Veno is a charter member.

## Display Craft Change

Mr. H. Ashford Down, head of Display Craft, Ltd., is being joined by his brother, Mr. H. E. Down, C.A., as director and secretary, in place of Mr. C. H. Riches, who retires to take up another appointment. Display Craft also announce they have recently doubled their workshop accommodation.

## Is This "Good Enough"?

During the visit of the King and Queen to the Gas Light and Coke Company's works at Beckton on Saturday, their Majesties paid striking tributes to the usefulness of gas fires. The King remarked that gas fires were used almost exclusively at Buckingham Palace, and coke was used where gas fires were not possible. The Queen exclaimed, "What a waste these coal fires are! Why do we have coal fires?"

## New London Manager

Mr. H. J. Watts, 140, Fleet Street, has been appointed London Manager for the *Wells Journal* and *Somerset and West of England Advertiser*.

## TALKED OF THIS WEEK

### Three dry men



See how they run



They all run up to the "Rising Sun"

To slake their thirsts in a Worthington

As soon as they've had it they feel A!



The three wise men!

The "Three Dry Men" advertisement, Worthington's latest effort, appeared this week in many papers

## New Monthly 'Bus Guide

The first issue of Gillespie's 'Bus Guide, published by the J. Lyon Gillespie Advertising Service, has just appeared. It is published at one penny, giving all the Glasgow 'bus time-tables, and carries a large amount of advertising.

## Back from U.S. and Canada

The Rt. Hon. G. H. Roberts, chairman of the Westminster Advertising Service, Ltd., who has just returned from an extensive business tour of the United States and Canada, has many interesting comments to make on the conditions of trade in these countries. We understand that his future activities will be mainly confined to the city offices of the company, at 20, Copthall Avenue, at which address he is now to be found.

## Display Convention News

The Convention of the British Association of Display Men, to take place at Oxford from September 6 to 8, promises to be very successful. The official opening will be performed by Sir Michael Sadleir, of the University of Oxford, and the business will start at 9.30 each morning. The Oxford Chamber of Trade are taking a great interest in the convention, and the Oxford and District Display Association, who are organising this year's event, are working hard in its interests.

## Rate Cards Wanted

Carter Turner and Turner and Co., Ltd., 56, Ludgate Hill, E.C.4, are asking for rate cards of all periodicals and newspapers.

## United Dairies Prospectus

United Dairies, Ltd., this week issued a prospectus for the subscription of 400,000 6 per cent. non-cumulative preference shares of £1 each.

## Morris Issue Success

The Morris Motors, Ltd., issue, placed throughout the country by the Dorland Agency, Ltd., was an instant success. It was over-subscribed in about two hours.

## Church and Advertising

It is interesting to note that the first page of the *Salesian*, the magazine of the Catholic Diocese of Nagpur, C.P., is devoted to an article on the need for advertising.

## EXECUTIVES TO STUDY SELLING METHODS IN AMERICA

ON July 31 the Cunarder *Tuscania* will steam down Southampton Water, carrying amongst her passengers a party of modern merchant adventurers.

They are some of Selfridge's staff—from the heads of departments and branch managers, to young girl assistants and the house-cleaning staff.

Speaking to a WEEKLY representative this week, Mr. A. E. Cowper, director of Selfridges, explained the scheme.

"The invitation was an open one," he said. "We put it up to everyone and asked if there were any who would like a trip to America for their summer holidays. Fifty-two said they would like to go. We gave each of them £25 to help pay expenses, and the remainder can be paid in easy instalments—£10 down and the balance at £5 a month."

## Each has his own subject

"When they arrive, the party will not go about like a flock of sheep. They will split up into parties that are interested in certain subjects. Mr. W. M. Butler, of the advertisement department, will learn what the States have to teach him about store advertising, while Mr. H. Seal, the window dressing chief, will take stock of all that is being done in America in the development of pictorial window shows."

"We have made arrangements for our New York agent to meet the party and look after them. Our various friends in the States have readily agreed to show the different groups over the sections of the stores in which they are interested. They are only too glad to give them every information with regard to selling methods—and, indeed, our American friends are already talking of a return visit next year to look over our stores and pick up useful hints."

In reply to a question, Mr. Cowper said the party would be going to Philadelphia, and they will also be visiting Chicago. Some of the party will be going on to Canada at little extra cost, to visit Ontario, Montreal, Quebec and so on.

"We have not made a stipulation," Mr. Cowper added, "that the party should visit these stores and learn what they can. They are doing this of their own free will, since they are all anxious to get on and believe that it is in their own interests to travel and see what other countries are doing."

# The Broad View

There are business men who regard advertising only as a *competitive* force :

A broader and surely sounder view is to realise that advertising:

- protects existing trade ;
- secures a wider share of that floating trade which is constantly open to the keen Business Man ;
- combats the efforts of Foreign Traders to enter markets in our Country which are not yet fully exploited.
- creates reasonable desires amongst the public, and so stimulates a buying habit.

In short, an unadvertised Business has no security for the future. This point alone seems sufficient reason why every Business Man should satisfy himself how best he can use this virile force to maintain and increase his business.

*We suggest he could best effect his purpose  
by consulting with David Allen Services,  
the most complete Advertising Organisation  
in the Empire.*

## DAVID ALLEN SERVICES

*Controller : Lt.-Colonel G. S. Hutchison, D.S.O., M.C.*

PRESS POSTERS PRINTING

1 Wardour Street, London, W.1.

*Telephone : Gerrard 9316-7-8-9.*

BRANCHES: LIVERPOOL—GLASGOW—BELFAST  
DUBLIN—SYDNEY  
MELBOURNE  
ETC.



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Trade Press Influence

SIR,—Few people know of the restrictions placed on the illustration of stamps in this country, and the G.P.O. lately invoked some undisclosed authority to refuse admission to this country of all publications coming from abroad in which postage stamps were illustrated.

This matter was energetically taken up by the *Philatelic Magazine*, and was debated at the Philatelic Congress at Liverpool. As a result of our campaign, the G.P.O. have withdrawn their embargo.

I hope you will think this matter worthy of mention in your columns as an instance of the power of the trade Press in matters of sectional interest, particularly as we are now fighting to remove the anomaly which enables every stamp dealer to illustrate his Press advertisements unless he is British!

ALBERT H. HARRIS,  
Editor, *Philatelic Magazine*.

## The Market in South China

SIR,—We read a lot in the Home papers about Selling British Goods, and from the advance notices of the Blackpool Convention in the *ADVERTISER'S WEEKLY*, this was a very live subject among everyone assembled there.

Here in Hongkong, however, which is on the door-step of South China, a market for British goods with possibilities undreamt of by the average home manufacturer—we do not seem to see, or hear, of much being done from a practical point of view, to sell British goods.

Presumably at Home, the manufacturer and merchant, from reading his daily paper, has absorbed a cumulative idea that China has gone to the dogs. On top of that he hears about the boycott of Hongkong by Canton, and that finally decides him that as a possible market for his goods this part of the world is hopeless and is best left alone.

Now, is that the right attitude to adopt?

It may, or may not be, and it would be mere presumption on my part to try to teach the home merchant his business, but a question that forces itself on one is, How is it that the German and American business men find it worth their while to cultivate this market through all these troublous times, and the British business man does not?

One answer that occurs to one is that the American and German are looking ahead to the time when things quieten down, while the Britisher—hateful word—only looks at the present. When the present state of affairs passes, and in the opinion of many who are in a position to judge, it is passing rapidly, the German and American will be all prepared, ready to jump in, while their British rival will be stretching himself and will begin to think it is about time to look around.

British firms at Home do not seem to realise what a wonderful jumping-off place they have in Hongkong. It lies at the entrance to Kwantung and other Southern provinces, of which Kwantung itself has a population equal to that of England and Wales. It is an open port with equal opportunities for all nations, but even so it is predominantly British in every way.

It is also a "health resort," in times of

trouble for all the wealthy Chinese of Canton and South China.

There are Chinese papers here which have been established for over 50 years, and which circulate not only all through South China, but also in all parts of the world where Chinese congregate—and in what part of the world do they not? These supply a splendid medium to merchants who wish to approach the Chinese merchant direct, but how many firms in Britain even know of their existence?

All that the majority of British firms seem to know about China is that it contains a town called Shanghai. So it does, and a very fine town it is, but Shanghai has about as much to do with South China and its markets as Glasgow has to do with the South of England.

British firms should realise that South China and North China are quite different, and they should make more, and better, use of their own colony of Hongkong for approaching the South China market. They should realise also, that the appeal that goes down in North China does not necessarily go down in South China, where the people are almost a different race, any more than what goes down in America will necessarily go down in England. If these elementary facts were better realised, British merchants would stand a much better chance of successfully attacking the South China market, which, as a market for our goods, is distinctly worth while.

C. J. CHURCH.

Director, The Advertising and  
Publicity Bureau.  
Hong Kong.

## Suggestion to the Railways

SIR,—The Great Western Railway Company recently issued some ambitious advertising matter in the shape of three large volumes, dealing respectively with the cathedrals, abbeys and castles in the area served by the railway.

Each volume is written, not by a "hack," but by a recognised authority on his subject, and all three are produced in faultless fashion; the binding is handsome; the Garamond type pleasant and well set, and the illustrations in line and rotogravure excellent. The volumes are sold through the ordinary trade channels at 5s. each, obviously far below the cost of production, and they have met, I am told, with a very cordial reception from the public.

The volumes are confined in their contents to the area served by the G.W.R. I suggest to the directors and publicity managers of the other railway companies that they complete the work begun by the G.W.R. by preparing similar volumes covering their own several areas—volumes written by the same authorities and uniform in every detail of arrangement and format with the three already issued.

Taken as a whole the books would form an invaluable piece of co-operative advertising.

From the public's point of view it is unthinkable that the first popularly-priced, well-written and lavishly illustrated record of our historic architectural heirlooms should be restricted to one section of the country.

C. THOMPSON WALKER.

## Is "Come Up" English?

*Sale of 2,540 RUBBER OVERALLS. Can be sponged when soiled and will come up equal to new.*

SIR,—I cannot think of anyone better qualified than you to advise on a question of questionable "advertising" English, and therefore would much appreciate your help on the following point.

One of my Dutch friends, a keen student of the English language, which he aims to speak and write perfectly—a man, too, with a great interest in advertising, asks me: "What does this mean? . . . will come up equal to new."

I said, "It just means that when the article is sponged after use it returns to its original freshness, and is once more as good as when new."

"Yes," he said, "I guessed it meant that, but why come up? What has coming up to do with it? What comes up? Is a thing when soiled knocked down? I don't see it!"

In reply to this I promised to submit the phrase for the opinion of a better judge. I cannot see much sense in the phrase myself, and therefore was not able to explain it further.

I have noticed it in several advertisements lately, and always have the idea that it is a man's way of saying a thing wears well and can easily be made as new again. I have never heard a woman use the term.

What do you think of it?

ETHEL BROWN.

Copy-writer for *Dagblad De Telegraaf*,  
Amsterdam.

"*'Come up'* is one of the many semi-technical colloquialisms in use by English-speaking people which can be objected to on the grounds of strict etymology, but are yet currently accepted. The phrase is descriptive. The Dutch gentleman very astutely sees the comparison with a down-at-heel soiled garment which has taken a knock-out at the hands of hard wear.—ED., *ADVERTISER'S WEEKLY*."

## An Invitation Declined

SIR,—The *ADVERTISER'S WEEKLY* has one great fault. It is too full of ideas. One has not time to digest them all. The publication of "ADVERTISING DISPLAY" alone gave one enough to think about for a month, and yet before it is well off the stocks you are busy with retail advertising problems, a most thorny question; with instalment selling which to my mind is all thorns for the seller; with a new "stunt" in the most talked-of advertisement of the week; and, back of it all, I suppose, there is another bombshell building in "ADVERTISING DISPLAY" No. 2. The *WEEKLY* is certainly stimulating, but I am just wondering whether you could not manage, during August, say, to give us a dull number by way of a change and relaxation.

OLD SUBSCRIBER.

"[The second issue of "ADVERTISING DISPLAY," which will be presented free with our issue of July 30, will be in many ways a contrast to the first issue, but it will be complementary also, in that it will carry on the idea of presenting new ideas in every branch of advertising. The *WEEKLY* and its Supplement exist to record and supply new ideas. "Old Subscriber" will have to quicken his mental processes. We have no intention of producing a dull number. It would be too easy.—ED., *ADVERTISER'S WEEKLY*.]"

FURTHER light has now been thrown on the letter from the Overseas Publicity and Service Agency reproduced in my advertisement appearing in last week's "Advertiser's Weekly." Recipients of the original will doubtless be glad to know the following facts given in a letter which I have since received from Mr. Heyer, the Advertising Manager in Amsterdam, of

**De Telegraaf** and <sup>DE COURANT</sup> **Het Nieuws van den Dag**

Mr. Heyer tells me that about 15 months ago, Mr. Van Dyck, who has always been a good friend of our papers, called and proposed that we should insert a series of *free* half pages with a special coupon in which to advertise special Safety Razors upon which would be engraved "Olympic Games, 1928." In return he offered to give a percentage of the profits on sales to the Olympic Games Fund, and a percentage to our papers. This offer applied to all replies enclosing the coupon which would appear in the proposed advertisement, and Mr. Van Dyck predicted an enormous sale, which would, he thought, make his proposal a very profitable one to us.

However, we declined to accept the business on the ground that it is contrary to the policy of our papers to exploit for their own profit a great national enterprise.

We heard no more about it, but our pleasant relations with Mr. Van Dyck continued.

*continued overleaf*

When we saw these advertisements appearing in our contemporary we satisfied ourselves as to whether they were subject to a similar arrangement by telephoning Mr. Van Dyck and asking him why our papers were omitted from this scheme.

He at once replied, "I came to you first of all a year ago and you refused my proposal which has now been accepted by the 'Handelsblad.' If by any chance you have changed your mind, I will gladly repeat my offer to you."

Mr. Heyer, of course, replied that he could not discuss any proposition which deviated from our published tariff rates.

ALGEMEEN HANDELSBLAD VAN MAANDAG 5 JULI 1926 — AVONDBLAD — TWEEDE BLAD

7

# Steunt de Olympiade

**fl. 50.000.-**  
voor de Olympische Spelen.

Door de Gillette Safety Razor Cy worden ter beschikking gesteld van de lezers van het Algemeen Handelsblad 100.000 ORIGINEELE GILLETTE APPARATEN, gegraveerd met

**OLYMPISCHE SPELEN 1928**

tegen den prijs van f 2.50 per stuk, waarvan f 0.50 per apparaat komt ten bate van de Olympische Spelen 1928. Dit apparaat wordt door de Gillette Safety Razor Company gegarandeerd gedurende uw geheele leven. Het doet er niet toe of een onderdeel door uw schuld beschadigd of weggaakt, de Gillette Safety Razor Company neemt aan te allen tijde dit onderdeel gratis te vervangen, behalve natuurlijk de mesjes.

Ongetwijfeld zullen de 100.000 apparaten niet voldoende zijn, om aan de vraag te voldoen, immers Holland herbergt meer dan 100.000 sportmensen, beoefenaars en enthousiasten, die gaarne zullen bijdragen tot het slagen der Olympische Spelen en bovendien een waardevol souvenir aan hun daadwerkelijken steun ontvangen.

Niet alleen voor heren heeft een Gillette veiligheids scheerapparaat waarde, ook voor dames. Dames denken ook aan uw aandeel in de „Olympiade“

Verspekt in sierlijk etui, zwaar gold-plated apparaat en etui voor mesjes, met mesje, is het o.l. zijn gewicht in goud waard.

**„DOE HET NU“**

Bijgaande bestelbon kan ingesonden worden aan de administratie van het Handelsblad, die zich hierwille van de Olympiade bereid verklaart tevens de ontvangst te nemen. Men wordt verzocht gemakshalve het geld rechtstreeks te doen toekomen aan de Gillette Safety Razor Company, waarvoor nadere gegevens op den bon staat vermeld.  
Post: Gilro No. Gillette Safety Razor Cy. 43706.

Aan de Administratie van het  
ALGEMEEN HANDELSBLAD,  
N.Z. Voorburgwal 234 - A'dam.

Onzeve mij omgand te doen zenden door de  
Gillette Razor Comp. — stuk(s) Olympiade  
Gillette apparat(en) a f 2.50 per stuk.

Onzeve remboers verhoogd met 45 cent.

Remise deed is Gillette per postbus inkommen.

Naam: \_\_\_\_\_

Adres: \_\_\_\_\_

S.v.p. duidelijk invullen.

De Olympiade apparaten  
zijn ook verkrijgbaar bij

**GERZON**

Amsterdam, Haarlem,  
Leiden, Den Haag, Rot-  
terdam, Utrecht, Arnhem  
Leeuwarden, Groningen



**Gillette**

The advertisement of Gillette razors referred to in Mr. Young's letter



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*The letter circularised by Mr. Young*

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*To reply to Mr. Young's letter seriatim*

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## The Overseas Publicity and Service Agency

9 QUALITY COURT, CHANCERY LANE  
LONDON, W.C.2

ALGEMEEN HANDELSBLAD.  
AMSTERDAM NIEUWE ROTTER-  
DAMSCHÉ COURANT. ROTTERDAM  
NIEUWE COURANT-HET VADER-  
LAND, THE HAGUE WERELDKRO-  
NIEK, ROTTERDAM.

PHONE HOLBORN  
5628

TELEGRAMS  
EGYPTADCO

30th June, 1926.

Dear Sirs,

You have heard of the Dutch Audit Bureau of Circulation. Recently its President, Mr. Van Dyck, who is also the Agent in Holland for Gillette Razors, placed an order for 12 Half Pages with the "Algemeen Handelsblad."

Two things are remarkable about this order:—

- (1) The "Algemeen Handelsblad" is not audited by the Dutch Audit Bureau of Circulation.
- (2) The "Algemeen Handelsblad" is the only Paper in Holland in which this campaign is being run.

The President of the Dutch Audit Bureau of Circulation uses the "Algemeen Handelsblad" exclusively when he wants to run a special campaign. Can you do better than follow his lead when placing orders for your clients?

Yours faithfully,  
THE OVERSEAS PUBLICITY AND  
SERVICE AGENCY.

(Signed) G. W. YOUNG,  
General Manager.

P.S.—The enclosed letters from the Proprietor of a competitive Dutch paper and from a Dutch Advertising Agency are interesting.

SOLELY PUBLISHERS' REPRESENTATIVES.

Mr. Van Dyck is not, and never has been President of the Dutch Audit Bureau of Circulation.

(1) This suggestion I do not refute.

(2) The "Algemeen Handelsblad" is apparently not actuated by the same policies as those which induced "De Telegraaf" and "De Courant" to decline this business.

The statement contained in this paragraph has no foundation in fact.



14th July, 1926.

## Thorny Points in Postal Publicity

# Getting that Mailing List Right

By Max Rittenberg

**A**NYONE actively engaged in advertising is constantly being asked, by intending advertisers, such questions as:—

"Where can I get a reliable and up-to-date list of motor-car owners?"

"Is there a list of the best class of drapers and ladies' speciality shops?"

"Is it possible to get a list of only the highest class of bakers and confectioners in the United Kingdom?"

"Can you get me a list of manufacturers in Blank District with a capital of £5,000 and over?"

## Deplorable

Now the state of "lists" in this country, as compared with the U.S.A., is deplorable. Graded lists, guaranteed accurate and up to date, are obtainable in only a few special cases. Five of the leading addressing agencies, who are able to provide *general* lists of any and every profession and trade, answer "No" to these questions, except for the partial "Yes" detailed further on.

A list of motor-car owners is in existence, but it is not guaranteed for correctness of address and up to date-ness. The reason is simple:—

In order to be kept up to date, the names must be taken, every month or so, off the registers of licence-holders. But copying of this is no longer allowed.

In regard to graded lists of drapers, and bakers and confectioners, a list has been prepared of those drapers who are on the telephone. This is a rough-and-ready method of eliminating the very smallest, but it does not claim to be a real "Grade A" list.

The same thing applies to the bakers and confectioners. If you want those who are on the telephone, you can have such a list. In order to eliminate small firms who may possess a telephone, the only way is to get the above list, and cross out by hand the names of shops situated in what one may recognise as slum districts of the big cities.

The nearest approach to graded lists of manufacturers would be to go through Sell's Directory of Registered Telegraphic Addresses, and tick off the names of manufacturers located in the district required, leaving out the

merchants and other types of firms.

It may be presumed that a manufacturer who goes to the trouble of devising a registerable telegraphic address, and pays two guineas a year for using it, is in a fair way of business. His capital may, of course, be less than £5,000, but taking it by and large, Sell's Directory has automatically sifted out the best of the firms.

The special lists which are available among the leading addressing agencies, and are ready prepared for immediate sale, are as follows:—

TABLE A.

Class of prospect.	Total number.	Price per 1,000 hand-written on envelopes.	Price per 1,000 type-written on envelopes.	Price per 1,000 hand-written on sheets.	Price per 1,000 type-written on sheets.
1—Drapers on the telephone ...	2,000	20/-	25/-	40/-	45/-
2—Bakers and confectioners on the telephone ...	6,000	20/-	25/-	40/-	45/-
3—Investors, divided up as shareholders in various companies ...	550,000	12/6	15/-	45/-	50/-
4—Grocers stated to be "first-class" ...	15,000	12/6	15/-	Not available	Not available
5—Drapers stated to be "first-class" ...	5,000	12/6	15/-	Not available	Not available
6—"Premier" householders ...	157,500	12/6	15/-	Not available	Not available
7—National advertisers ...	3,500	12/6	15/-	20/-	25/-

## New Editions of Two Directories

The 1926 edition of the *Times of Ceylon Green Book* is especially interesting by reason of the rapidly increasing trade of Ceylon. The island's revenue for the half-year ended March 31 exceeded the estimate by over 7,000,000 rupees—quite a phenomenal figure.

The new edition of this directory is of considerable interest to those advertisers who are desirous of covering this market, since it gives the most comprehensive information on all matters concerning Ceylon, with masses of detail which will

In order to keep track of changes of address, "gone out of business," and "just come into business," the obvious plan is to compare one's mailing list from time to time—say once a year—with the names in newly-published directories.

The expense of this collating will vary in different cases; it will run from £1 to £2 per 1,000 names.

The head of a certain large mailing department, with many years of practical experience in the complexities of postal shots, is of the opinion that it saves in the long run to have mailing lists compiled on cards instead of on sheets of paper.

The initial cost is higher; but when it comes to the annual revision and collation, it is quicker to work from cards, and far easier to fit new names neatly into their right alphabetical place.

be invaluable as an aid to market research.

Kelly's have also brought out the 1926 edition of their important *Directory of Merchants, Manufacturers and Shippers of the World*. Volume 1 consists of a directory of overseas manufacturers and so on, while Volume 2 is devoted to Great Britain and the colonies. The lists of firms are divided into five sub-sections: (a) alphabetical, (b) classified trades, (c) telegraphic addresses, (d) exporters, and (e) importers.

The names of more than 1,500,000 business houses are listed, and over 20,000 places are dealt with.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track



and WITHEY GROVE, MANCHESTER.



**Philadelphia Report Number.**

# Good Ideas from Philadelphia

Points from Some of the Speeches—A Few Suggestions that may Prove Useful to British Advertisers  
(By Our Special Correspondent)

**F**IRST, let's make our blotters human. Let's have more of you and less of me. Let them tell what a policy will do for John Smith and not what a good company we happen to be.

Second, let's give our blotter a real message. Blotters prepared to fill a real need on the part of the prospect are a real help to your agency man and will be used in selling insurance.

Third, let's make our blotters timely. Show John Doe the advantages of an "educational" policy when John Doe, jun., arrives—not when he is ready to go to college.

Four, let's give our message decent clothes—have them properly laid out—consult a good printer.—*Franklin Dorset.*

## Classifying Smalls

Classified advertising should be properly indexed. Every advertisement should start with a key word and be in alphabetical order. Under automobiles, for instance, the advertisement should start with the make of the car. If a man is interested in Cadillac cars, he is naturally not interested in Fords. If you have all the Cadillac cars together under "C" and all the Fords together under "F," anyone interested in either of these cars can find them readily and know at once after they have looked over the list of Fords that all the Fords are there, and there is no need to go over column after column of other advertisements.—*W. W. Murdock.*

## Directory Libraries

For many years, through a system of exchange, the members of the Association of North American Directory Publishers have maintained complete libraries of the City Directories of the U.S. and Canada in their own offices and in the Chambers of Commerce, open to free reference.

This year a plan for the centralised control of these more than 500 directory libraries have been developed, and a basis of grading them so that each would receive only the books for which there was a use. "Standards of practice" to govern the libraries, a uniform method of acknowledging the receipt of books, and a system of keeping a record of the books used and the name of the consultants have been put into practice. These libraries contain approximately 200,000 directories, valued at over a million and a half dollars.—*H. H. Burdick.*

## Efficient Mailing Lists

Let us have (1) the centralising of all name writing into one department so as to reduce cost; (2) a proper method or set scale in stencil making, together with the adoption of a regular spacing, so as to ensure a perfect cut-off when certain matter from the stencil has to be eliminated; (3) the arranging of lists into special classifications, to give a touch of individuality in the specialising of names obtained from various sources, better to fit them for the certain class of merchandise you wish to sell; (4) the filing of names applicable to one of the major classifications, such as men's clothes, women's clothes, house furnishings, and so on; (5) the tabbing of special lists for the purpose of selecting one or more separate lists from any of the major lists for addressing any particular class of customer; (6) the systematic use of mailing lists so as not to create in the mind of the customer a wrong impression in too often mailing the same list in too short a period; (7) scheduling the working operations of the addressing department so as to create more efficiency in handling.—*Edward Coleman.*

## Making New Accounts

I see no particular advantage to the banking profession in advertising which merely pulls accounts from one good bank and puts them into another. Emphasis should be placed upon the kind of advertising which pulls money out of the bureau drawer and the family sock. Trust companies have developed this kind of advertising, but the commercial banks are lagging behind.—*O. Howard Wolfe.*

## Women for Store Advertising

Improvements in retail advertising have recently been effected by the employment of women copywriters. Women copywriters give a feminine touch, especially in women's apparel advertising. But the stores that are receiving the best results from the pens of women are those that are taking the greatest care in selecting the women for this work. As one prominent merchant said to me, "Women read advertisements more than men; 80 per cent. of our advertising is addressed to women; 75 per cent. of the purchases induced by our newspaper advertisements are made by women. So why should women not have a part in

the preparation of a store's newspaper advertising?"—*Edwin S. Friendly.*

## Sales Talk for the Agency

I went to 48 advertising agencies and asked them one or two questions.

The first question was, "How many of the accounts now handled by you were not advertisers before your agency began to work them?" From these 48 agencies, the answer was 631 accounts. This is an average of 13 accounts per agency. The next time anyone tells you that agencies only take business from one another quote these figures.

The second question was, "How many of these have become newspaper advertisers?" The answer was 471.

The third question was, "What is the combined total amount now invested annually by these advertisers in newspaper advertising?" From 43 agencies, the total report was 18,700,276 dollars.—*Roy S. Durstine.*

## Helping the Executive

In order to inform our officers of current advertising activities, a loose-leaf book is prepared monthly, divided into sections, each section tabbed on the margin, and devoted to the following:—

- (1) New Advertisements.
- (2) Competitors' Advertisements.
- (3) Literature mailed out, including branch offices.
- (4) Reprints mailed out.
- (5) House organ.
- (6) Value of free publicity.
- (7) Reading notices.
- (8) Monthly expenditures.

This is then passed in turn to:—

Chairman of the board, president, vice-president, secretary, general sales manager, and so on.—*Alfred D. Guion.*

## Study Your Lists!

I learned recently of a concern that framed a very impressive appeal, basing it upon the assumption that there were children in the home. The letter was then sent round to a large number of people who had no children and thus became ridiculous. Only last month I received a letter from a prominent business publisher addressed to Mr. Keasley Mattison, care of S. Roland Hall. There never was such a person in my employ. What the publisher was getting at was the Keasbey and Mattison Company, an advertising account which happened to be in Ambler, Pa., and which I hadn't managed for six months.—*S. Roland Hall.*

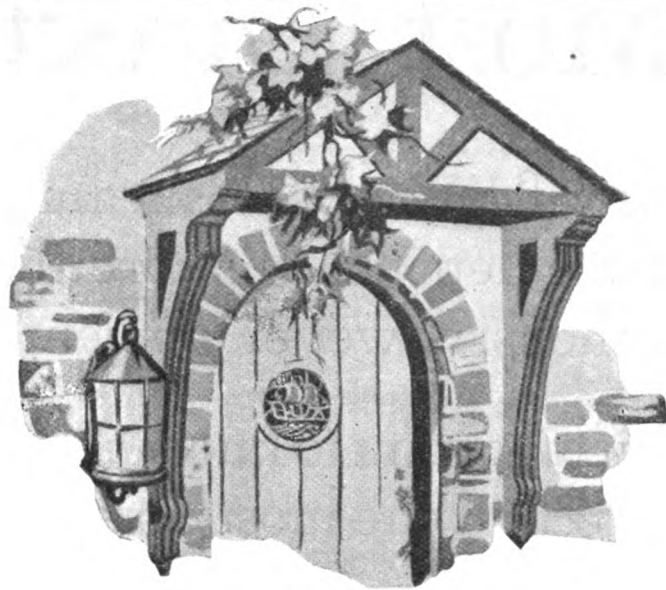
## The Key to Success

Young man, if you want to be successful always remember one thing. Every young man reaches a point in his career when he has to choose one of two courses. If he chooses to be smart and foxy and clever, he will meet a lot of competition because there are so many people trying to do that. If he is just plain, old-fashioned, honest, he will be so damned unique that he will be immediately successful.—*Edward S. Jordan.*



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**





## The Open Door to One Hundred and Sixty Thousand Homes

To lighting fixture makers, this is precisely what Good Housekeeping means. It is an open doorway to profitable selling acquaintance with more than one hundred and sixty thousand buyers of home fittings. They follow our authentic suggestions on home decoration. They know that Good Housekeeping is reliable, and use it in planning to improve the appearance of their homes. Besides furniture, or rugs, or draperies, they buy new lighting fixtures which conform to decorative schemes.

You can reach this responsive market by advertising your merchandise in Good Housekeeping. For the confidence in our advertising pages is as remarkable as reliance upon our editorial pages. Our readers know that every piece of goods offered in Good Housekeeping is guaranteed by the manufacturer, and carries our own guarantee as well. Investigation is easy.

The September issue closes for press on July 30th. May we send you particulars?

# GOOD HOUSEKEEPING

C. R. FASTNEDGE,  
*Advt. Manager,*  
153, Queen Victoria Street,  
E.C.4.

MANCHESTER:  
1, PRINCESS ST., ALBERT SQUARE.

# Your Most Direct Route

THE success of your sales campaign in the United States depends on more than your merchandising methods, however efficient they may be.

It is immensely important to know the principal trading areas, and to find the most direct route to them.

You realize, of course, that the 48 states and 3,000 counties are political sub-divisions of minor value in determining responsive areas of trade.

**6 5 7**  
**Commercial**  
**Gateways**

On the other hand, there are 657 principal trading centers in the United States of major importance. Through these 657 centers the entire trading area of the country is reached.

The International Magazine Company, Inc., through its Marketing Division, has determined and charted these principal trade centers and their respective trading areas, and in them has concentrated the great circulation of its five magazines.

These circulations, covering and serving the major trading centers, naturally offer a direct and comprehensive opportunity to the manufacturer who seeks to make his advertising appropriation cover most productively the American field. They take him straight to the heart of the United States market.

At your service, classified for the use of advertisers, is a wealth of useful information concerning these trading centers—the



# the American Market

result of several years of study and analysis by The Marketing Division of the International Magazine Company, Inc. Much of this information has never before been assembled.

This unique and invaluable marketing service—which charts a common road leading through these Commercial Gateways—is now offered to any manufacturer seeking to advertise his merchandise to the American public. This marketing service may be obtained through any of the magazines published by this organization.

## COSMOPOLITAN

*with which is combined HEARST'S INTERNATIONAL*

... America's greatest fiction magazine and most vigorous inspirational magazine now combined in one. The result is an incomparable magazine, the circulation of which is more than a million and a half at 35 cents a copy.

### American Good Housekeeping

The homemaker's authority, distinguished for its service to the American woman and the American home. Circulation greatly in excess of a million at 25 cents... greater circulation than any other woman's magazine of its price.

### HARPER'S BAZAR

The discriminating women of America who visit Paris every year, read HARPER'S BAZAR every month. A class magazine in a class by itself.

### MOTOR

The automotive business journal of the States... reaching the prominent manufacturers, wholesalers and retailers who have made this, in viewpoint of finished product, the first industry of America.

### MOTOR BOATING

... The National Magazine of the "Sport of Kings." Its scope and authority give it a position unique in its influence throughout its field.

*Samples of any of these five magazines may be had upon application to the International Magazine Company, Inc.  
London Office, 153 Queen Victoria Street, E. C. 4.*

## INTERNATIONAL MAGAZINE COMPANY, INC.

119 WEST FORTIETH STREET, NEW YORK, U. S. A.



**Let it carry your advertising message into 60,000 homes.**

60,000 homes where "good living"—mentally and physically—is the habit.

This new Church Weekly Newspaper—non-sectarian in character and broadly representative of all that is best in life and thought—has the strong support of the Scottish Churches.

The paper is owned by the People, controlled by the People, in the interest of the People who are acquiring the 60,000 5/- shares which constitute the Capital of the Company.

And it is but natural to assume that these Shareholders will support advertisers in their own particular paper.

Therefore, it will be "good business" to advertise the good-class products which meet the many needs

of father, mother, the children, the maid, and the domestic pets.

The guaranteed circulation of the New Scottish Sunday Weekly is 60,000 copies per week

for the first four weeks, and the cost for space is 10/- per s/c inch, and pro rata Flat Rate.

Agency discount is 15%

Write for dummy and further particulars to—

**JOHN M. MACLEAN & COMPANY,**  
7, Royal Bank Place, Buchanan Street,  
GLASGOW.

## Philadelphia Report Number

# Fleeting Impressions of the Convention

By Ivor Nicholson, C.B.E., Director of the National Magazine Co., Ltd.

I WAS in New York a week in advance of the British delegation, so can give no report of the ceremonies and festivities which, to judge from the programme, must have almost overwhelmed them there. I arrived in Philadelphia on Sunday, June 20, and was located at the Bellevue-Stratford Hotel. Being a complete stranger to Conventions of any kind on any part of the earth's surface, I honestly thought the scene in this hotel presented a colourable imitation of Bedlam. In endeavouring to find the clue to it all I was counselled to "register," which involved the payment of five dollars and the receipt of an enormous package of printed matter. Clutching this tightly, lest it might be whisked out of my hands by the mob, I repaired to my room. I examined every piece of the beautifully-produced literature, but with the exception of the official programme (over 100 pages in length) I could not quite discover the reason for the charge of five dollars, for it was all "promotion" literature from a bewildering variety of Philadelphia concerns. The Bellevue-Stratford, however, in addition to providing bathrooms and bibles for every guest, also had generous ideas on waste-paper baskets.

### Finding the Programme

I did not attend the "Inspirational" services, principally for the reason that in all this wealth of printed matter which I had purchased I did not discover the programme till last thing, and by the time I had divined that inspirational services were in full swing, they must have been reaching their grand climax, and I was certainly approaching the limits of mental concentration. However, I watched the procession in the evening; or, at any rate, I continued at intervals of ten minutes for some three hours to see if it had passed away. It never did, as far as I know, till the morning. As a procession, I can only say it was enormous. No band ever had undisputed control of the situation. Hot on its heels came another, bigger and louder than its predecessor. Huge working model engines mounted on brilliantly lighted cars were played past us by the railroad band, to be followed by immense models of the "containers" of cures for disordered and distressed digestions, also conveyed past to the strains of martial and victorious airs. When last I peeped over the heads of the occupants of the Bellevue-Stratford, maidens of quite captivating assurance in diaphanous garments were hurling samples of what I took to be chewing

gum into the delighted arms of the dense crowds below and around and above them.

On Monday morning the business proper began. The opening session was held in the Academy of Music, and to the strains either of our National Anthems or the Doxology (my recollection is not clear), President Woodbridge, Sir William Veno, Colonel Lawson and the delegates from Germany, France, Australia and other foreign lands took the front seats on the stage. After all, few of us here have got the time or the money to go to America, and we ought to be grateful to any of our friends who went to Philadelphia. (In my own case it happened to fit in nicely with other plans.) But if these Conventions are to continue and if they are deemed to be of importance in the advertising world, then frankly we must try to make a better showing.

### Inspirational

As far as I could judge, it is emotion and broad human sympathies that are required on these occasions. For example, we had a specially imported "Community Singing Director," and after Sir William Veno and President Woodbridge had had their innings, it was felt that we ought to join in singing an inspiring melody called "Howdy-do." And we had all sorts of games, singing this, and ended by shaking each other warmly by the hand, and we all felt just grand after it.

The speeches that gripped this first session were those by Dr. Marcel Knecht, a broad, bland, humorous and shrewd Frenchman from *Le Matin*, and by Mr. Bruce Barton, an advertising agent, and an author of religious books, written in terms of business, I gather. Mr. Barton said that while America seemed to have the monopoly of the world's wealth, she also appeared to have a monopoly of the world's suspicion, and he advocated the consideration of a special Commission of Inquiry into this alleged condition to be followed by the publication of its conclusions.

The rest of the Convention consisted of a bewildering variety of sectional meetings and one of them, I was glad to see, was devoted to the subject of magazine advertising. Mr. Gilbert Hodges, of Munsey's, told me that they have got a very successful Magazine Club in New York, which materially helps to keep magazines before the minds of advertisers. Those of us who make our living out of the magazine business would do well to consider the foundation of something similar in London.

## AFTER 25 YEARS

Publicity Club Luncheon to Mr. and Mrs. Robert Thornberry

**M**R. and MRS. ROBERT THORNBERRY were entertained to lunch to celebrate their silver wedding by a large number of friends at the Hotel Cecil on Wednesday.

The luncheon was organised by the Publicity Club of London, and a number of other clubs brought special parties.

Mr. Roy Hardy, the new chairman of the London Club, presided, and supporting him were Sir Charles Higham, Mr. Horace Imber, Mr. W. S. Crawford, Mr. Andrew Milne, Mr. T. Macdougall, Mr. Carl Hentschel, Mr. F. W. Goodenough and Mr. Francis Hollings.

The toast of the guests of honour was proposed by Sir Charles Higham and Mr. Andrew Milne.

Sir Charles Higham was in his most exuberant form as a speaker. He took care to emphasise that it was the first time he had ever attempted to talk about a couple who had lived happily together for twenty-five years, and that therefore he could not be accused of making the same old speech. He was sure that all present were glad to be there and see how happy and young a couple could look who had passed twenty-five years together, and he advised all those in the room who were still sweethearts to realise that it was worth while taking the chance. It would give pause to their chairman that day even and show him the best advertisement of the bonds of holy matrimony.

Mr. Andrew Milne, in supporting the toast, said that the presence of the representatives of so many clubs in that room, including the Fleet Street, the Women's and the Regent, showed that Bob Thornberry was held in great honour in Fleet Street. Their guest was 100 per cent. the spirit of the Publicity Club of London. He had been President for two years, and that had involved great sacrifices on the part of Mrs. Thornberry, for it meant that he spent little time at home. Bob Thornberry had spent thirty years in Fleet Street, and had not made one enemy on either side of the fence.

Mr. Hardy then presented to the guests a silver rose bowl on behalf of the Publicity Club of London.

Mr. Thornberry, replying with marked emotion, said that both he and Mrs. Thornberry hoped that twenty-five years hence they would have even more friends than they had to-day. They both appreciated more than the tangible gifts the affection and regard which had prompted the gathering that day. He owed a very great deal to his wife, but it was always difficult for an Englishman to express his innermost feelings. He was proud that afternoon, however, to believe that at last, after twenty-five years, Mrs. Thornberry had discovered the reason why she had tied herself to him. After the compliments that had been paid to him by his friends he felt sure she realised that she did not make a total mistake in taking him.

Mr. E. W. Folkes, the President of the Fleet Street Club, presented a pair of silver flower vases on behalf of the Club.

Among the many messages read out by the chairman were included regrets at their absence from Sir William Berry and Mr. Gomer Berry, Mr. Murray Allison, Mr. Thomas Russell, Mr. Charles Pascall, Mr. and Mrs. W. T. Day, Mr. Sydney Walton, Col. E. F. Lawson and Mr. W. M. Young.

# Largest Circulations

Each of these Three *National* Newspapers has a larger circulation in its respective sphere than any other newspaper

# in South Africa

## The Farmer's Weekly

Larger circulation than that of all other South African Agricultural Newspapers combined, including Government Publications. Reaches all classes throughout the country, and is the most widely known Paper in South Africa.

## The Homestead

Larger circulation than any other Women's Paper. Circulates in every town and country district of the Union.

## The Motor Weekly

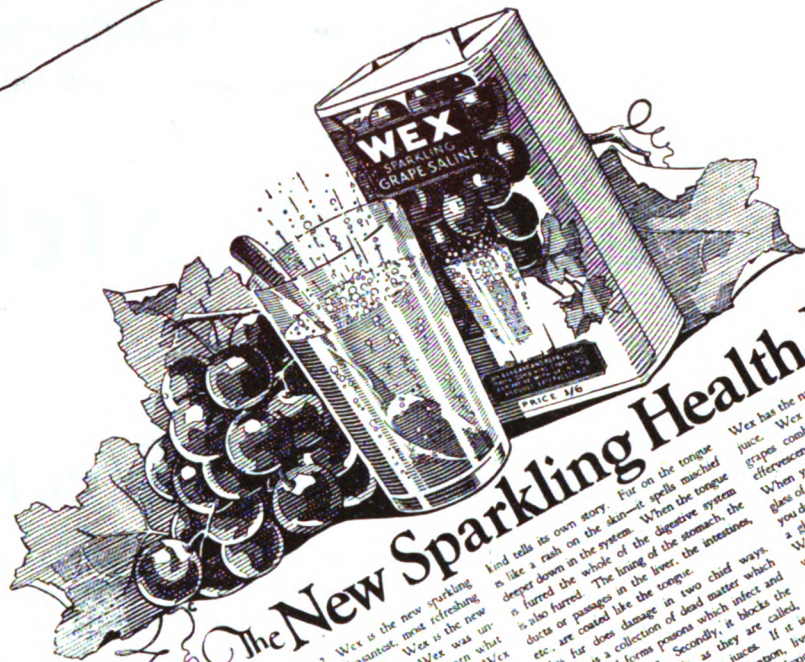
Larger circulation than that of all other South African Motoring Papers combined. Reaches prospective Motorists, Motor Owners, and all interested in Transport. A high-class magazine Newspaper circulating throughout the country.

*Rates and specimen copies willingly supplied on application to the Sole Representatives :*

ARGUS SOUTH AFRICAN NEWSPAPERS LTD.  
FLEET STREET - - LONDON, E.C.4



# Amazing Response to



## The New Sparkling Health Drink

What is Wex? Wex is the new sparkling grape saline—the pleasant, most refreshing morning drink imaginable. Wex is the new way to health. Yesterday, Wex was unknown. To day, thousands will learn what Wex means and stand by tens of thousands. Tomorrow, Wex will have added a new word to the English language—a word meaning health, fitness, glorious well being.

### Your Tongue will tell you

Do you need Wex? Look at your Tongue! What colour is it? Your tongue ought to be "in the pink." If it isn't there's something wrong. A coated tongue—a "morning mouth"—is a sure sign of an upset system. It means that you have risen in the morning with sleepy eyes and a sleepy mouth. Maybe it's something you've eaten. Or something you've drunk. Or not enough fresh air, or insufficient exercise. Whatever it is your tongue is the wrong colour. You feel out of sorts, dull, listless.

Doctors call this coating fur. There are different kinds of it known to them, and each

kind tells its own story. Fur on the tongue is like a rash on the skin—it spells mischief deeper down in the system. When the tongue is also furled. The lining of the digestive system, the stomach, the liver, the intestines, etc., are coated like the tongue.

This fur does damage in two chief ways. First it is a collection of dead matter which ferments and forms poisons which infect the openings of the glands, as they are called, which produce indigestion, constipation, liver diseases, anaemia, blotchy complexion, unimproved blood etc. etc. and the poisons Wex will flush this fur and the poisons formed by it from the remotest parts of your system, and will purify and freshen up all these parts at the same time.

Be your own Doctor in this matter, and watch your tongue every morning.

### Wex to the Rescue!

Wex will put you right. Wex will restore your lost appetite. Wex will get you up in the morning fresh as a daisy.

Wex has the natural cleansing action of grape juice. Wex is the essential ingredient of effervescence.

When you put a teaspoonful of Wex into a glass of water there is a pleasant bubbling. As you drink Wex you feel a sense of invigoration, a glow which stimulates the whole system. Wex refreshes the blood. Tones up the whole system.

Drink Wex in the morning as often as your tongue tells you to. Wex is the natural and healthful way of keeping the system clean and keyed up to splendid action.

Your acceptance of Wex, once you have tried it, is certain. You will look forward to this morning draught as the pleasantest beginning of a day.

### Sample Free

We will send you a sample packet of Wex free and your paid on receipt of the coupon below or a postcard giving your name and address. If you cut out the coupon NOW, this will remind you. Make a ceremony of trying the new grape saline by snapping the coupon off before you turn the page.

**WEX**  
SPARKLING  
GRAPE SALINE <sup>1/6</sup>



**free**  
Sample  
Packet

Send no money  
Just give your name and address clearly in  
filled letters on coupon below which you  
can post for 14 in weekly motion  
To WEX, Des Moines, Iowa, U.S.A.  
Please send me, free and paid for, one  
sample packet of Wex Sparkling Grape  
Saline.

Name \_\_\_\_\_  
Address \_\_\_\_\_

Use this Coupon or a postcard

# Carlton-designed Advertisement

BECAUSE we designed the WEX advertisement reproduced here, we are particularly interested and pleased to see that Mr. Alfred Marland, in a letter to the *Daily News*, states that over 10,000 coupons were received by the first post on the morning following its appearance.

"The response," says this experienced advertiser, "is amazing in these trying times."

If you have an offer you wish to make to the Public or to the Trade, through the medium of the Press or that of the Post, we can help you to get the greatest possible results from it.

*Come to* CARLTON  
*for value in Art and Idea.*

Carlton Studio  
Carlton House, Ltd  
67 Queen St,  
Kingsway,  
London,  
W.C.2.  
Phone  
Regent 1827.



# CLUB NOTES & NEWS

## Norwich—British Executive's Impressions of American Trade

Describing his impressions of America to the Norwich Rotary Club on Wednesday, July 7, Mr. E. J. Smith, general manager of Wincarnis, Ltd., said he was convinced that English business men had a lot to learn from the American business executive. One read of parties of British working men going out to study American conditions, but he suggested that a body of our managing directors, general managers, and sales managers should be sent out to learn how to be human in their positions. One of our greatest difficulties in Great Britain was the difficulty of approach to executive heads of business. No little proportion of America's success was due to the ease with which humble units of an organisation could keep in touch with those in control.

Referring to the good will which America felt toward Great Britain, Mr. Smith said that our prestige in the U.S.A. was never so great as during the general strike. An instance of this was the case of the *Washington Post*, which published an editorial, calling on the United States Government to pledge to the British Government every dollar, man and ship required in the struggle. This was a bold and friendly thing for such an influential newspaper to do, and the speaker felt it was our duty to do our best to further the good relations between the two great nations.

Having dealt with the extraordinary prosperity of the United States, which was partly due to the war, but partly to the amazing capacity for hard and continuous work by both male and female labour, the speaker expressed the opinion that this prosperity would not run for ever, and doubted the wisdom of the hire-purchase or deferred-payment system, which had been developed to such an enormous extent. A dollar down and a dollar a month was the parrot cry of every trader, and statisticians estimated that American retailers had eight hundred million pounds worth, or £6 per head of population, of goods out on deferred payment. It was no wonder that the bankers

were getting uneasy, and he feared that if times became bad, as they surely would, the trade depression would develop into a financial panic. Thrift went when luxury competition was started among housewives. British traders were fast developing this system, which was particularly harmful when applied to non-necessitous articles, as was becoming the case to-day. It was a system of little use to the small provincial town or city as it took a great deal of trade away to bigger centres, because people did not wish their local traders or neighbours to know that the goods were purchased on deferred payment.

## Women's Advertising Club—Need for International Understanding

Mrs. Spears (Mary Borden), the well-known authoress, was the speaker at the club's dinner on Thursday of last week.

Mrs. E. M. Wood presided.



Mrs. Spears  
(Miss Mary Borden)

Mrs. Spears took as her subject "Race Psychology," and using the French, English and American nations as illustrations, showed how necessary it was that the people of each country should endeavour to understand the temperaments and peculiarities of other peoples in

order that international good will might be established.

The French, she contended, were a very mature, worldly-wise people, of considered judgment and perhaps slightly cynical attitude towards life, immensely proud of their own country and not afraid to say so. The Americans, on the other hand, were extremely young, with the qualities and outlook of youth.

One of the great difficulties of the financial position in France, she continued, was the indifference of the mass

of the people to the rate of exchange. They were practically a self-supporting people and the problems of international finance simply didn't bother them.

A somewhat similar position prevailed in the Western States of America, where the ignorance of the people about international affairs was appalling. To them Washington was "abroad," and the difficulties and problems with which the world at large had to contend were quite unknown to them.

## Aldwych—What is the Truth of the Coal Problem?

The subject for discussion at the Aldwych Club luncheon at the Connaught Rooms last week was "Economic Facts about the Coal Industry." The speakers were the Marquis of Salisbury, who took the chair, in the unavoidable absence of the Earl of Balfour, and the Rt. Hon. W. C. Bridgeman, First Lord of the Admiralty.

The Marquis of Salisbury said that the Cabinet worked not for any party but for the country. They intended, in the present problem that faced the country, that both sides should have a square deal.

Mr. Bridgeman said that the great thing was to get back to the facts. Many suggestions had been put forward which had succeeded only in clouding the issue before the public. The Coal Commission had said that disaster was impending in the industry; 73 per cent. of the coal hewn in this country had been produced at a loss. The Commission said it was necessary to do something to cheapen the cost of production. Their suggestion was that a decrease in wages should be instituted, or that an increase in hours should be put into force, if that were preferable to those concerned.

"It is hard for me to realise that an industry which has until recently held its own in open competition can be in so bad a state," said Mr. Bridgeman. "When the Government has done everything they can, and when the owners have made big concessions, it is strange to see that the very people who have not moved one inch from their original standpoint—and whose slogan is 'Not one penny off wages and not one minute on hours'—should accuse the Government of wishing to 'fight to a finish'."

"In the old days when I was Minister of Mines the great difference was that

*For*  
**sound, sincere, successful**  
*Advertising*

**Spottiswoode,  
Dixon & Hunting, Ltd.,**

Regent House, Kingsway, London, W.C.2.

RECENT 6374 - 5.





every problem was argued out on the facts. The main points in the 1921 agreement were, I still hold, sound, and I am glad to see that Mr. Frank Hodges, who signed this document with me, still maintains that point of view. That document, I believe, is the greatest step ever made in collective bargaining.

"To-day we hear no economic arguments. All is switched on to the political argument.

"It has been said that the Government is making an attack on wages. This is the Government which spent £23,000,000 of the taxpayers' money in order to avoid such a decrease in wages—and they did this against the advice of many of their friends. As prosperity returns, so wages must increase—that, I think, is an essential point. If things improve, it is guaranteed that wages will have their share of the prosperity.

"It has been said that private enterprise has failed. Anyone who has studied the coal industry recently will come to the opposite conclusion. It is the interference with private enterprise that has caused the present crisis."

The speaker pointed out that one great fault was the making of national agreements. These could not fit every coalfield. The only agreement was the district—or even the individual pit—agreement.

#### Aldwych Club Lodge, No. 3794—New Master-elect

A meeting of the Aldwych Club Lodge, No. 3794, was held on July 7, at the Freemasons' Hall, London. Bro. Victor Harry Simpson was raised to the third degree and Bro. Chas. Fuller Hall passed to the degree of a Fellow Craft, both ceremonies being performed by the Worshipful Master, W.Bro. A. Shewin-Thomas.

Bro. Ernest G. V. Clark, S.W., was unanimously chosen Master-elect for the ensuing year and W. Bro. V. J. Reveley, P.A.G.D.C., and Bro. T. Waite re-elected treasurer and tyler respectively. Upon the proposal of the treasurer the Lodge unanimously adopted a resolution that a Past Master's Jewel be presented to W. Bro. Shewin-Thomas on his retiring from the chair.

#### South Africa—Advertising to Increase Population

Sir Frederic de Waal, who was the principal guest at the Publicity Club's last luncheon meeting, was called upon by the chairman, Mr. R. Allister, to speak on "The Need to Advertise South Africa."

"I am a great believer in doing something that will speak for itself, and I think the chairman was right when he said we have been instrumental in our magnificent roads in advertising this part of the country."

Nearly every country wanted to get its manhood increased, said Sir Frederic. Some parts of the world were too thickly populated. There was a great tendency to-day to leave one's own country and seek a livelihood elsewhere. America had offered a great open door to 100,000,000 of the world's surplus population. There were other countries where the influx from the older countries had not been so large. Australia, New Zealand and Canada could all carry a larger population. South Africa most certainly could.

But the difficulty in the past had been that in trying to get an increased population the increase had often had a political side, he said. It was no good filling the country with people who would become a

burden on the State, or those who would upset the foundations of society. But if they got the right kind of immigrant, he would urge them to go to help develop the country. He believed they must pay more attention to these people in future. To get such a class of desirable immigrant, the Government could do a lot. Literature must be held out to them, said the speaker. Steps must be taken to advertise this country and its capabilities, and then men with some small capital—men with honour, and willing to work—not weeds—would come along one day.

As for South Africans, they should be encouraged by suitable advertising to "see South Africa first." Many of the differences of the past had arisen because coast dwellers and country folk had been so near and yet so far from each other. The third class of person who should be appealed to by advertising was the man of means—the tourist from abroad. But they must be given value for money, and it was up to the people of South Africa to improve their hotels and their roads, and then to advertise the facilities they offered.

Sir William Hoy had spoken of 6,000 tourists a year.

"That figure," said Sir Frederic, "is in itself a comment upon us in this country, where we boast of the best climate in the world and a hundred other good things. But we must give these people value for their money. Hotels should not be good one day—and bad the next."

**Industry — £100,000,000; Army — £50,000,000. Essentials of Publicity**

ONE of the most interesting papers at the annual conference of the Stationers' Association, in Birmingham, was that of Mr. A. E. Owen-Jones, editor of the *British Stationer*.

He pointed out that between £80,000,000 and £100,000,000 was spent in this country every year upon advertising, representing about twice as much as the cost of the Army.

The obvious aim of all publicity was to produce an effect upon the mind. All problems of advertising were in one sense problems of psychology. Their task was to arrest the attention in a mind already preoccupied while the reader swiftly turned the pages of a newspaper or magazine, while the pedestrian walked the street, while catalogues and circulars were on their quick journey from the desk to the wastepaper basket. Attractive publicity must have in it the element of beauty, so that there was no resistance to it in the mind. All printed publicity should be legible; the mind could only supply a certain amount of energy, and if that energy was employed in deciphering the message, there was so much less to be employed in assimilating the thought.

#### Seasonable Advertising

A topical page appeared in the *Sheffield Telegraph* last week-end on hot weather foods and beverages, with guidance to the housewife in regard to coal strike menus and recipes. Advertisements of light drinks and light foods made a seasonable display.

#### 96-page Supplement

In connection with the Leeds Tercentenary, the *Yorkshire Post* published a 96-page supplement. The front cover was specially designed, and the issue contained articles on the history of Leeds. Many pages were devoted to the oldest firms in the city.

# Sheldons Ltd

## Advertising Service

on the

## Open Contract System

As Service Advertising Agents and the Service Billposting Contractors, we are giving a complete service on a number of accounts, including one of the largest advertising accounts handled by any agency out of London.

### No cut-rate Work

We do not split commissions or cut rates, but tender for all business on a Service basis. We do not charge less than London Advertising Agents. We charge more.

Unlike other open-contract agencies we calculate our commission on the actual sum paid to newspapers or billposters, not on the gross value of the space.

### Investigate our Service

Our new premises, built to our own design, house a model advertising agency combined with a model billposting contract agency and a practical billposting business. Advertisers are invited to call us up or send for an accredited representative.

# Sheldons Ltd

SERVICE ADVERTISING  
PRESS AND POSTER

Sheldon House

Queen Street

LEEDS

B C M/4 ADS

## CRÊPE PAPER FOR SALE.

A national Advertiser wishes to dispose of a quantity of fine Crêpe Paper which is not required owing to changes in window-dressing policy. This material is first class and will prove very acceptable to any large Advertiser who uses window-dressing. To be sold below cost price. A variety of colours. Full particulars, samples, etc., forwarded on request.

Box 256, Advertiser's Weekly,  
66, Shoe Lane, E.C.4

## BY COMMAND OF THE POSTMASTER GENERAL.

The Postmaster General is prepared to receive from advertising agents tenders for the exclusive right to obtain orders for

Advertisements to be stamped by the Postmaster General on postal matter by means of Date-Stamping Machines.

Tenders will be received until noon on the 26th July, 1926.

Full particulars and forms of tender can be obtained on application to the undersigned.

H. SPARKES,  
Controller

POST OFFICE STORES DEPARTMENT,  
17-19, Bedford Street, London, W.C.2.

## Overseas Advertising

Over 50 years' experience available to you for all branches of Indian and Colonial Advertising.  
D. J. KEYMER & Co., Ltd.,  
36-38, Whitefriars Street, E.C.4.  
Telephones: Central 8877  
Telegrams Remyek, London.

# Good Ideas for Advertisers

*An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking.*

### Where Is My Debtor ?

There are some instalment purchasers who, when the time comes round for them to make the next payment on the grand piano, happen to be moving to a new address and forget to notify the music store's accounts department. Sometimes a great deal of money and trouble is expended in tracing this debtor who, in the rush of moving, may forget, also, to send along his instalment. The Corona Typewriter Company has evolved a novel idea. It sends to the old address of the debtor a letter in a plain envelope that may be of private interest. It is addressed to some mythical person, c/o the debtor. The post office, finding the latter has moved, forwards the letter to his new address. Since the mythical person does not live at this address, the post office opens and returns the letter to the sender. And thus, the company has the new address of its delinquent debtor.

### Novel Salesman Promotion

Some territories are more fertile than others. The salesman sometimes grumbles because the other man has got the best ground to cover, while he has a barren field to till. Some companies are adopting a novel idea that removes the cause of this grievance, and also gives an impetus to the salesman staff to do better. The salesmen are told that, if their turnover improves, they are making themselves eligible, not only for an increase in commission percentage, but also for promotion to a more desirable territory. Thus, the best salesman gets the best territory.

### Selling Print

To sell printing I would first of all chloroform any salesman who started to talk about the price of my product before he sold the organisation and the quality of its product to the prospective purchaser.

I would put a little more personal service into every account I attempted to handle than my competitor inclined to give.

I would charge a little bit more for my printing. People do not want cheap printing alone. They want printing at fair cost with intelligent, up-to-the-minute service.

I would spend a great deal of time and energy selling the prospective purchaser on buying a high-grade stock, using colour when I thought it advisable, and creating good advertising for myself by inducing my customers to use high-grade printing.—Edward S. Jordan.

### On the Back of the Letter

The South Wales Evening Express uses a clever idea for showing prospective advertisers at a glance exactly where the paper circulates. On the back of the ordinary letter heading is printed in green ink a map of the territory covered by the journal. The map shows every town and village in which the paper is read, and the advertiser who uses the medium knows just where his advertisement is circulating. In adopting this idea, it has to be remembered that the map must be printed very faintly, in order that it may not show on the correspondence side of the paper.

### Informing the Trade

A large national advertiser has injected a new slant in his latest portfolio of advertising. He lists the media used, reproduces the covers, and then gives a detailed reason for the selection of each publication. These reasons are condensed into a few words and occupy little space, but they give the dealer the impression that the campaign has been planned with a great deal of care. The effect is also obtained of taking the trade into the manufacturer's confidence. Merchants who have become suspicious of attempts to secure distribution on the strength of a hazy promise of advertising "support" are more likely to respond to an advertising plan so definitely earmarked.

—Marketing.

### Finding the Booklet Need

A good way to determine the possible need for booklets is to cross-examine your letter files. Read a few sheaves of the carbons of letters written by members of your organisation. Do your correspondents spend hours of their time in making the same explanation to many customers and prospective customers? If they do, then a booklet can supplant these efforts.

In studying the need for booklets, it will be profitable to talk to your salesmen. If they find it necessary to make and remake explanations about your service or product, a need is indicated for booklets that can be sent to your prospects or left with them by your salesmen.—Publicity and Printing.

### An Idea for Farmers

Why should not a great Grain Distribution Association, capitalised in the first instance by the Government, but in capable hands, with a fair amount of Government supervision and a fair amount of farmer participation, with a service fee in the form of stock subscription, which would ultimately retire the Government supervision and control, be brought into being and made not only to render its own individual service but—as does the Farmer Loan System—to serve as a regulator by which the charges for service and price for grain distribution could be fairly measured?—Charles E. Lobdell.

### HUMOUR IN ADVERTISING

IN connection with the International Rotary Carnival at Cheltenham, Ed. J. Burrows and Co., Ltd., have produced an exceptional programme.

Some of the gems in these advertisements drawn up by Mr. Burrows are:—

In the Borough of Cheltenham there is only one Burrow of Cheltenham.

Hopwoods Nurseries: Fruit trees grown while you wait (if you have time). Bedding plants suitable for single or double beds. Violas tuned to concert pitch. Advice given gratis on how many Sweet Peas make five and how to get the most out of your onion patches by kindness. Rock gardens laid by our special staff of trained hens.

The road to Hull is paved with good intentions—we use asphalt.

Some boot-makers are corn-merehants.

If you have badly frayed cuffs, don't be shirty but bring them to us.

# Publication Notes and News

## Hairdressing Special

The Summer Number of *Hairdressing Illustrated*, just issued, is excellently produced and carries a noteworthy amount of advertising.

## Special Leeds Issue

The *Yorkshire Evening News* on Friday published a special 8-page souvenir supplement of the Tercentenary of Leeds. Each page had a specially designed heading, and the issue carried an outstanding amount of advertising. A similar issue was produced on July 12.

## Romance of Industry

The *Nottingham Journal*, on July 7, published its fifth "Romance of Industry" series of articles. It told the story of the firm of William Hollins and Co., Ltd. Advertising comes in for a large amount of praise for the way in which it has helped to make the firm so extraordinarily successful, and for the way it succeeded in making known the name of Viyella.

## The Summer "Bazaar"

The Summer number of the *Bazaar, Exchange and Mart* is a very noteworthy production. It has a very good special coloured cover and contains 48 pages, including an eight-page supplement on art paper dealing with gardens, agriculture and works of art. The issue carried some thirty-four pages of advertising.

## Novel Crane Propaganda

Herbert Morris, Ltd., makers of the Morris electric crane, have published a 32-page booklet on novel lines. It contains many pages of matter interesting to the crane user, and two coloured pages of diagrams, showing signals for instructing the operator of an overhead crane.

## Good Work for Golfers

The whole of the prize money, amounting to £200, at the Welsh Professional Golf Championship at Harlech last week was provided by the *Western Mail*, together with a silver challenge cup and gold medal. The champion, Mr. B. S. Weastall, paid a striking tribute to the good work done by the paper for golfers.

## Front Page for Morris Prospectus

A rather unusual development in prospectus advertising was the taking of the front page of the *Daily Chronicle*, on Monday, for the Morris Motors' advertisement. The prospectus appeared all over the country, and the new company will take over Morris-Oxford Press, Ltd. The *Morris Owner*, it was announced, has a monthly circulation of 44,000.

## First "Monomark Times"

The first issue of a new newspaper, the *Monomark Times*, is very interesting. It is produced in regular newspaper style, contains some good topical news about Monomarks, and carries advertising from about fifteen national advertisers.

## Irish Net Sales

The Independent Newspapers, Ltd., Ireland, last week published their net sales. The figures for May are: *Irish Independent*, 93,759; *Evening Herald*, 80,351; *Sunday and Weekly Independents*, 87,995; and *Sport*, 9,216. All show a steady increase.

## Three "Specials"

An interesting series of special pages in the *Sheffield Telegraph* recently included one entitled "Buy Your Car from Sheffield's Leading Agents"; another on the District Housing Schemes, and another page in connection with the Coming-of-age of the Sheffield University. All were fully supported by advertisers.

## Good Printing

The coloured inset in last week's WEEKLY has caused a considerable amount of comment. It was the work of Martin's Scientific Advertising Service, and was an interesting example of the use of good typography and design in a class of advertising that is not usually associated with artistic work.

## Analysing the Territory

The *Sheffield Independent* has just produced a 32-page "Territorial Analysis," giving a mass of interesting facts and statistics for advertisers who consider covering the area included in the *Independent's* circulation. The figures are comprehensive, and deal with every section of Sheffield's life. They enable advertisers to know at a glance exactly to whom they are appealing.



## JOHN SWAIN & SON, LIMITED

*Art Reproducers*

BY ALL PROCESSES.

*Telephone:*  
Central, 9333  
*Five Lines.*

89-92 Shoe Lane,  
LONDON, E.C.4

*Telegrams:*  
*Isochromatic,*  
*London.*



# Print and Prosper

**M**ORE printing means more orders—more business—more profit—if it is the right sort of printing—expressing the right sort of message at the right moment.

Let Percy Brothers have a handful of particulars about your business—or send them a catalogue or circular which has impressed you and they will submit suggestions which will give you something of the outsider's viewpoint and put a new spirit in your publicity—at little or no increase in price.

Send these particulars NOW and avail yourself of a specialised experience of printed matter that sells.

## PERCY Brothers Ltd.

*The Hotspur Press*  
Whitworth Street West,  
**MANCHESTER**

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonagont, Fleet, London."

## Current Advertising

Notes of New Business Going Out : New Advertising Now Appearing in the Press and on the Hoardings

C. Vernon & Sons, Ltd., are now handling advertising for Eucril Tooth Powder. Gordon & Gotch, Ltd., have been booking space for British and Dominions School of Drawing.

Fredk. E. Potter, Ltd., are placing for a new line called the Gripset Comb, and for Dennison's Baggage Tags.

D. J. Keymer & Co., Ltd., have renewed instructions for the David Macqueen Co.

S. H. Benson, Ltd., have new business in hand for Rowntree's, Skippers, and Marmite.

Muller, Blatchly & Co., Ltd., are booking forward dates for Abbott's Footwear and Cow & Gate Milk Food.

Sells, Ltd., are handling considerable advertising for Reckitt's Silvo.

Curtis Agency, Ltd., have newspaper displays appearing for the Aeolian Co.

S. Thrower has been placing an appropriation for Hampton's.

D. C. Cuthbertson & Co., Ltd. (Glasgow) are handling a Northern scheme for George Younger's Alloa Ales.

T. B. Browne, Ltd., have increased advertising for Brown & Polson's Corn Flour, and have also been booking space for Benger's Food.

Imperial Agency has business in hand for Robertson's Golden Shred Jams.

T. John Glover is placing for the British and Continental Touring Club.

Bates & Co. (Halifax) have been giving out for the Halifax Equitable Building Society.

Osborne-Peacock Co., Ltd., have new advertising in hand for the Koh-i-noor Toothbrush and Tan-sad Baby Carriages.

W. J. Southcombe's Agency is handling business for Triumph Auto Piano.

Wilfred Scriven, Ltd., have been extending advertising for Clark's Dye Works.

John Haddon & Co. are placing for a new line called the Antler Nytee Cases.

C. F. Higham, Ltd., have increased advertising displays for Dunlop Tyres.

Greenly's, Ltd., have been placing instructions for Hugo's Language Institute.

C. Mitchell & Co., Ltd., are handling business for Ingersoll Jewelled Wrist Watches.

Lord & Thomas, Ltd., have increased in the newspapers for Shell Motor Spirit.

Macmillan Publicity, Ltd., Glasgow, have been issuing instructions in Scotland for Whiteway's Cyder.

John Heywood Advertising Agency (Manchester) have a new account in the Loredorn College.

Erwoods, Ltd., report the following recent additions to their Continental clientele:—Squibbs Dentifrice, Elizabeth Arden, Barbo Compound, Lexol, Premier Salad Dressing, Chesterfield Cigarettes, West Electric Hair Curler Co., Frederica Hudson, Ltd., M. Trilety.

Spottiswoode, Dixon & Hunting, Ltd. placed the advertising of the 1,500 miles air race for the King's Cup, organised by the Royal Aero Club.

Paul E. Derrick Advertising Agency have just completed the placing of the Pepsodent contract, covering the latter six months of this year, in a wide list of media, and have also completed the summer placing for the three lines of artificial silk stockings produced by the Klinger Manufacturing Co., Ltd.

Barker, Drabble & Co. are handling advertising for Greenlees & Sons, "Easiephit" Boots and Shoes.

Holford Bottomley Advertising Service, Ltd., have been entrusted by Price's Soap Company, Ltd., with the preparation of the new schemes for Olva Soap, Olva Shaving Cream and Old English Lavender Soap now appearing in the Press.

### WHERE SHALL I SPEND MY MONEY?—(Cont. from p. 80)

the year round for you to attract to your shop.

About 37 per cent. of them are actual buyers and consumers and it can fairly be estimated that thirty in every hundred will, for some purpose or another read the local Press, whatever may be the actual circulation figure.

That is how far the Press reaches your potential customers—and it is a good long way.

There are one or two ways in which circulars can be effectively used in nursing. It is not too difficult to note that Mr. X. always buys cellular shirts, or that Mrs. Y. always comes for underlinen, or Mrs. N. for kitchen utensils. It is one of the idiosyncracies of shoppers that quite a number of them will consistently go to one shop for one or two particular classes of goods only. It has been my method to advise "young" business firms to keep a key book as a ledger and whenever they can get a customer's name and address to enter up the transaction, whether for cash or not, and additionally to study closely the accounts actually open, to analyse each and wherever they find a customer's

particular bent towards certain articles to circularise those customers on that subject whenever opportunity offers. The letter should begin by reference to the customer's interest:

Dear Madam,

Knowing your particular interest in (blouses, hats, baby linen) we think you might like to have an early glance at a range of (some kindred line) which we are receiving to-day. We shall not be putting it in the window for a few days, but shall be delighted to show it to you, whether you care to purchase or not.

Yours faithfully,

.....

P.S.—A new line in ..... is interesting our customers just now. That blank in the postscript is filled in with some article entirely different from that which especially interests the customer. But the brevity of the message, coming on top of the personal interest in the body of the letter has a dramatic effect which is very successful in bringing the customer to the shop for a new line.

## ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes  
and Reports of Interest to  
the Advertiser

### VOLUNTARY LIQUIDATION

[NOTE.—*Voluntary liquidations may, in some instances, refer to companies in course of reconstruction.*]

The Mercantile Publishing Syndicate, Ltd. Resolved, July 5, that the company be wound up voluntarily, and that Mr. W. Hepburn, C.A., 1 & 2, Bucklersbury, E.C., be appointed liquidator. Meeting of creditors at liquidator's office, 12 noon, July 22. Claims to liquidator by August 22.

### JOINT STOCK COMPANIES

The names of the undermentioned companies were struck off the Register on July 9, and such companies are dissolved:—

Bennett Press, Ltd.  
Cadet Publications, Ltd.  
Milford Press Agency, Ltd.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

Gordon Alexander Advertising Services, Ltd. (14289).—Private company. Registered in Edinburgh on July 7. Capital £8,000 in £1 shares. Objects: to carry on the business of advertising and publicity agents and billposters, printers, stationers, art designers, etc. The first directors are not named. Registered office: 179, Howard Street, Glasgow.

New Roto Sign Company, Ltd. (214856).—Private company. Registered July 6. Capital £2,000 in £1 shares. Objects: to carry on the business of sign writers and publicity specialists, manufacturers of and dealers in electrical or mechanical signs and devices, promoters and organisers of all forms of advertising, etc. The life directors are: A. C. C. Bates (managing director); A. E. C. Bates (both directors of Alfred Bates and Son, Ltd.). Registered Office: 166, Fleet Street, E.C.

Cecil Roy, Ltd. (214893).—Private company. Registered July 8. Capital £10,000 in £1 shares. Objects: to acquire the businesses carried on by Sir Wm. H. H. Gastrell, Kt., as "Cecil Roy" and "Wynne and Co.," and to carry on the business of wholesale and retail general stationers, general, commercial, lithographic and letterpress printers, opera and theatre ticket agents, advertisement agents, engravers, etc. The directors are: Sir Wm. H. H. Gastrell, C. R. H. Gastrell and C. A. Gastrell. Registered Office: 15, Sussex Place, South Kensington, S.W.

Post Magazine and Insurance Monitor, Ltd. (214904).—Private company. Registered July 8. Capital £20,000 in £1 shares. Objects: to adopt an agreement with J. Buckley and T. Buckley, and to carry on the business of publishers of the *Post Magazine and Insurance Monitor* and other publications, newspaper proprietors, printers and general publishers of books or publications dealing with insurance matters or otherwise, etc. The directors are: J. Buckley, T. Buckley and C. H. Jackson. Registered Office: 9, St. Andrew Street, Holborn, E.C.4.

# "OUT OF THE HUBBUB—

—Into the Subbub," runs the old tag. It fails to mention how many journeys are made in the L.N.E.R. Suburban area each year.

There are 146,000,000 of them, and the people who make this enormous number of journeys are all potential users of the product you sell; all very good customers of those whose posters are displayed on selected sites along the routes they take.

Posters on L.N.E.R. sites are not just "put up." They are displayed and maintained by a staff whose only duty is to see that every one is placed where it will be seen and kept in a "seeable" state.

Whether your advertising campaign be national or territorial, L.N.E.R. will help you to reach such proportion as you will of the 371,000,000 passengers who travel its lines on The Drier Side of Britain.

## POST YOUR POSTER ON THE L.N.E.R

Apply for rates to the Advertising Manager,  
L.N.E.R., King's Cross Station, N. 1.

Telephone : - - - North 4200.  
Telegrams : - "Vertishead, Rail, London."

## RATE CARDS PLEASE!

CARTER TURNER & TURNER & CO., LTD.,  
56, LUDGATE HILL, E.C.4.

# WORLD WIDE Advertising Service DORLAND International

Here at the International Advertising Headquarters is an organisation equipped to co-operate with manufacturers and merchants in developing fresh markets and extending existing ones at home or abroad.

Our offices throughout the world know trading conditions in every country; our Statistical and Research Department—in charge of a well-known economist—keeps its finger on the pulse of the world markets.

A series of eight booklets, giving a concise statistical survey of Empire markets for British goods, are in course of preparation. The first three—Australia, Canada and New Zealand—are already published. The complete series will be sent, as published, to anyone interested for the nominal price of 2/6.

**DORLAND AGENCY, Ltd.,**

**Dorland House,**

**14, Regent St., S.W.1.**

*Paris, New York, Atlantic City,  
Buenos Aires, Rio de Janeiro.*



**THE BEST FREE GIFTS.  
SOFT TOYS**  
Illustrated Catalogue on Request.  
**MANUFACTURERS, Est. 1914**  
**THE TEDDY TOY CO.,**  
**45, GOLDEN LANE, E.C.1.**

## We Hear—

THAT the sales have almost run their advertised course and those newspaper men who have profited by their appearance are now wondering what, as space occupiers, they are going to find to take their place; and—

THAT while the agencies are freely issuing instructions for forward—or late summer or early autumn—bookings, the immediate future is the chief concern of the man in the street.

THAT there is a feeling also that the City will not yield much more in the big way until the summer holidays are things of happy memories, with the exception of a talked-of prospectus issue of generous dimensions to be made by the Ardath Tobacco Co.

THAT many among those speculators in newspaper and allied shares who follow "the big men" were just a wee bit disappointed that they did not get all they asked for in their applications for shares in the Pulp and Paper Mills issue backed by the *Daily Mirror* and the *Sunday Pictorial* and—

THAT considering the enormous amount of application money received, the advertising men who "had a go for it" had little reason to grumble at their luck.

THAT an independent firm of soap makers in the North of England, who have an excellent name on their own ground, are launching a national scheme of importance in the early autumn, and that all arrangements are complete for the business to be handled by a leading provincial agency.

THAT an all-British account of between £70,000 and £80,000 yearly expenditure is changing hands, and after keen competition is understood to be passing to an agency whose first-class work has hitherto chiefly been on behalf of articles of American origin.

THAT Mr. William Sutherland—who is now proprietor of the American Printing Company, Pittsburg, U.S.A.—has been revisiting his native town of Fraserburgh.

THAT Mr. Sutherland is a former member of the printing staff of the *Fraserburgh Herald*, and he found great pleasure in meeting many of his old friends locally.

THAT the editors of some London papers have declined with thanks offers of exclusive drawings and articles on fashions in jewellery; and—

THAT some other editors, to judge by the appearance of their columns, found the stories, despite their Press Agent origin, too good to miss.

THAT Colonel Izod is making good progress to recovery after his operation.

THAT Mr. C. Cokayne Naylor has joined the staff of Messrs. A. J. Wilson and Co., Ltd., in charge of their Foreign Department, and—

THAT he is also devoting himself to the development of a new phase of their business, of which we shall hear more in the near future.

THAT Mr. Eric Field was back at his desk on Monday after strenuous work in the States, and that he has some amusing stories of sea travel to tell.

THAT the *Daily Express* is again experimenting in two-colour printing, part of the edition of Tuesday appearing with a red "streamer" on the front page.

THAT at the fifth annual convention of the Canadian Booksellers and Stationers Association a resolution was passed supporting the movement for a tax on periodicals coming from countries outside the British Empire "because of the undue proportion of advertising pages in the majority of such publications."

THAT both Canada and Australia will back the Imperial Economic Committee's conclusions with regard to the disparity between the landing prices and the retail prices of Empire produce during the discussions at the next Imperial Conference.

THAT the Ontario Government proposes to take full charge of the marketing of practically all the agricultural produce of the province for export, and will bear the cost of storing, grading and inspecting.

THAT the original makers of Witney Blankets, the old-established firm of Messrs. Charles Early and Co., Ltd., who last year first advertised "Earlywarn" blankets, have a new scheme in preparation for next season, which will be placed by a Midland agency.

THAT among the guests at the Thorntberry silver wedding luncheon was Mr. Roy Hardy, sen., who has recently celebrated his golden wedding.

THAT the Regent Advertising Club had a strong contingent at the function and—

THAT Mr. E. W. Folkes brought along a large contingent of members from the Fleet Street Club to support him in the club's presentation.

**Put Ideas in your campaign**  
**It sells in the home.**



## We Hear—

THAT the late Mr. Samuel V. Kay, of the old advertising firm of manufacturing chemists, Messrs. Kay Bros., Ltd., of Stockport, left estate of the gross value of £149,289 (net personalty £132,674).

THAT the *New York Times* recently paid a reward of £20 for information which led to the conviction of a man for using the advertising columns fraudulently.

THAT a new Fortnum and Mason Commentary has just been issued, and that Mr. Stuart Menzies has once more set the world laughing with, but not at, the famous firm of caterers.

THAT among the busy people in these warm weeks are the designers and constructors of Christmas bazaar displays.

THAT the season has seen a growth in the number of tourist agencies advertising cheap Continental tours, the fall of the franc in France and Belgium contributing to this increase in travel announcements.

THAT Mr. Thomas Wall, head of the firm advertising Wall's Sausages, has offered to present £20,000 to the National Playing Fields Association, on condition that a similar amount is subscribed by the public.

THAT Messrs. Spiers and Pond, Ltd., have acquired the old established multiple-shop tobacco business of Messrs. A. H. Comish and Co.

THAT Mr. J. D. Siddeley, managing director of Armstrong Siddeley Motors, has been appointed senior managing director and chairman of the committee of management of the board of Sir W. G. Armstrong Whitworth and Co., Ltd.

THAT arrangements are being made for another advertising campaign in the late autumn by the publishers of the *Encyclopædia Britannica*.

THAT following an excellent business custom many national advertisers have extended their publicity to the popular seaside resorts, where the local billposters are reaping the benefit of increasing their displays; and—

THAT the publishers of popular periodicals have also set up business for the season with schemes and stunts that make for bigger sales and greater popularity.

THAT Mr. F. Maurice Hall, of the *Ideal Home*, is enjoying a good holiday at Scarborough; and—

THAT he is *not* running a campaign for the improvement of furnishing in seaside apartments.

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10½<sup>d</sup> | 50 for 4/3  
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

Officials of  
the Home, Empire and  
Foreign Governments,  
Consulates, Public Authorities,  
Chambers of Commerce,  
etc., and leading commercial  
firms all over the world are  
keen readers of

**The ILLUSTRATED  
OFFICIAL JOURNAL**

(Patents)  
and The

**TRADE MARKS JOURNAL**

If your product interests officials  
and business executives  
you can use no better advertising  
medium.

Specimen copy and rates from the  
Advertisement Contractors, Walter  
Judd, Ltd., 47, Gresham St., E.C.2.  
Specimens and particulars of spaces  
in other Government issues from:

THE CONTROLLER  
(Advertising Department)

H.M. STATIONERY OFFICE,  
WESTMINSTER, S.W.1

## TO PROPRIETORS and ADVERTISEMENT DIRECTORS

A successful and resourceful  
**Advertisement Space Seller**,  
28 years of age, engaged in  
London by leading publishing  
house on a national weekly, seeks  
position on a daily or weekly  
newspaper or weekly or monthly  
periodical.

Well known to principal ad-  
vertisers and agents. Excellent  
selling record over four years  
can be proved. Has obtained  
big results during strike. Ex-  
ceptionally good testimonials.  
Prepared to accept engagement  
immediately or at end of Coal  
Strike or at end of holiday season.

Please write to

W.R.S., 98, GREENCROFT GARDENS, N.W.6.

To Firms Seeking Wealthy Markets

**"PINANG GAZETTE"**

Oldest Daily in Malaya. STRAITS SETTLEMENTS

**"LA RAZON"** BUENOS AYRES

150,000 daily

London Representatives:

FREEMAN & CO., 3, PATERNOSTER ROW, E.C.4

# The SUNDAY CHRONICLE

*The Sunday Journal of the well-to-do*

# THE PLAY PICTORIAL

(FOUNDED 1902).

"Not of a day, but for all time."

**"NO NO NANETTE," 10/-  
WHY 10/- ?**

## Explanation according to rule

Copies Printed—13,550.

Having Sold 13,400  
it became 2/6,

At 13,500 it becomes 5/-  
and 10/-

when 15 copies remain.

Is there any Advertiser  
or Advertiser's Agent  
who can procure such  
**AN UNIQUE GUARANTEE**  
from any Weekly or  
Monthly published on  
either side of the  
Atlantic?

Maximum Free List, 150 copies

**PLAY PICTORIAL,**  
6, Adam Street, W.C.2.

## Philadelphia Report Number

### **THE OUTLOOK FOR WORLD TRADE—(Cont. from p. 77).**

dispatch upon these new fields. This is advertising's rare opportunity, not simply as a booster but as a builder, with the courage where necessary to discourage indiscreet effort even though such advice might mean a temporary loss of advertising contracts.

There is profound significance for the business world as a whole in this new phenomenon of the awakening buying power of economically new lands, many of them of no consequence whatever as business fields before the war, or at most of only moderate possibility.

Take a few illustrations at random—the imports of Colombia jumped from 28 million dollars in 1913 to 84 millions in 1925, those of Argentine from 479 millions to 801 millions during the same time, those of Japan from 364 millions to one billion 56 millions, the Philippines from 54 millions to 120 millions, British Malaya from 213 millions to 547 millions, New Zealand from 105 millions to 253 millions, Egypt from 138 millions to 288 millions, the Union of South Africa from 187 millions to 303 millions, and dozens of others might be cited to bring out the fact that a new world of business opportunity has come into being and that its intelligent cultivation rather than ruthless haphazard exploitation is one of the prime responsibilities of the international advertiser as the adviser of modern business.

#### **The Great Need**

Now as never before there is need for accurate, up-to-the-minute commercial intelligence upon which the strategy of international commercial operations can be based. The advertising counsellor is in a position of unique advantage to assure the accuracy of intelligence data. He above all others should be able to reassure the troubled business executive whose anxieties have been aroused by startling headlines as to financial uncertainties in Europe.

As a matter of fact, the weakness of the franc and lira is not by any means a symptom of any prevalent European infirmity; it is simply the last vestige of prolonged convalescence. Sterling exchange was well able to stand the strain of the recent general strike, and there has been a steady, gratifying recovery of Scandinavian, Dutch, Japanese, and other important exchanges despite the loud clamour for "managed currencies" and other fiscal quackery. One nation after another has come back to the well-tried gold standard of sound money. With the return of Canada to the free gold basis on July 1 of this year, all of the important parts of the British Empire will be on a gold standard with the exception of India, and that country is seriously considering such a move. International

business, therefore, can take distinct reassurance from the fact that it is no longer to be subject to the demoralising effects of widely fluctuating exchanges with the lone exceptions, of course, which I have just indicated. This means that savings are increasing and the levels of interest rates are being steadily reduced. Business, therefore, is being taken out of the realms of exchange gambling and day-to-day hazards, and is moving well along the high road towards definite reconstruction.

There is finally, of course, the world-wide spread of governmental commercial intelligence service, which is one of the striking phenomena of post-war business effort. The United States Department of Commerce has trebled its staff in this field in the last five years, and it is now handling 7,500 queries a day on foreign trade matters, as against 700 daily requests for help in 1920. The British Department of Overseas Trade has been extensively reorganised since the war; Canada now maintains 24 official commercial intelligence posts abroad, Australia has six, the Union of South Africa four, Sweden twelve, France forty-five, Belgium nine, and so on, to a total of about 250 such offices maintained abroad by some forty governments—all of them apart from the usual incidental trade promotive services of their respective diplomats and consuls.

We are, indeed, facing a new world in international business and in this situation international advertising has come to mean not simply placards, pamphlets and miscellaneous verbiage, but a real force for sound constructive development.

It functions first as an educational power to lift even further the standards of living in these new markets to which I referred, to create new desires, and to inspire economic restlessness along the right direction.

#### **Service**

Secondly, international advertising is indispensable as a promoter of the "service idea" which is a part of every real advertising campaign—the growing conviction that the initial order is only one element in a given transaction and that what comes after is of infinitely greater importance to the upbuilding of a lasting, mutually satisfactory relationship.

And thirdly, international advertising stands, in this new world of business as an example of associated effort—as an inspiration to other trades and professions as to the possibilities of real accomplishment through the collaboration of elements in all parts of the world. Particularly is it devoted to the doctrine of the "economy of knowledge"—an appreciation of that precision of operation which takes trade out of the zone of vague emotional impulses and puts it upon the solid foundation of calm, cold facts. It is only upon that foundation that a lasting international business edifice can be erected.

# The Advertiser's Weekly

4<sup>D</sup>  
A COPY  
20' a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

## JOHN BULL'S Certified Net Sales

5th July, 1926.

ORIENT HOUSE,  
LONDON, E.C.2.

We have examined the Company's Accounts and Records relating to the undermentioned Issues of "JOHN BULL," and certify that the Net Sales (exclusive of all free copies), after deducting Returns received during the week of each issue, were as set out below:—

<i>Issue dated</i>		<i>Issue dated</i>	
3rd April, 1926	1,142,884	15th May, 1926	★ No Issue
10th " "	1,143,498	22nd " "	1,095,380
17th " "	1,138,700	29th " "	1,088,443
24th " "	1,130,928	5th June "	1,088,849
1st May "	1,126,295	12th " "	1,092,554
8th " "	★ No Issue	19th " "	1,091,328

26th June, 1926

1,093,549

★ General Strike.

(Signed) FRANKLIN, WILD & CO.

Chartered Accountants.





**BENJAMIN FRANKLIN PRESENTS KEYS  
OF PHILADELPHIA TO BRITISH ADVERTISING DELEGATION.**

When the British Advertising Delegation arrived in Philadelphia, Sunday, June 20, they were met at the railway depot by the reception committee of the Poor Richard Club, and Benjamin Franklin, impersonated by Wm. T. Innes, a Philadelphia printer, formally presented the keys of Philadelphia to Lt.-Col. E. F. Lawson, Associate publisher of the London "Telegraph" and leader of the British Delegation, inviting the party to share in the splendid program and entertainment of the 22nd Annual Convention of the Associated Advertising Clubs of the World, since changed to International Advertising Association.

## ***Welcome British Advertisers to Philadelphia***

The above photograph is symbolic of the spirit of Philadelphia and its welcome to British Made goods.

British merchants and manufacturers seeking overseas trade can choose no better beginning than by advertising through Philadelphia's foremost newspaper to Philadelphians.

The British advertising delegation had first hand opportunity to see that William Penn's "City of Brotherly Love" still holds to many old English customs and traditions. Its streets, its buildings and much of its population are reminders in a new world of "the old country."

Philadelphia is really the "port of entry" for the British advertiser.

### **Dominate Philadelphia**

Create maximum impression at one cost by concentrating  
in the newspaper "nearly everybody" reads



## **The Evening Bulletin**

**PHILADELPHIA'S NEWSPAPER**

**533,169** copies  
a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247, Park Ave. (Park-Lexington Building).  
Chicago—Verree & Conklin, Inc., 28, East Jackson Boulevard.  
(Copyright 1926—Bulletin Company)

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321, Lafayette Boulevard.  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681, Market St.

# Empire Trade Advertising Campaign

Points for the Imperial Conference this Autumn—The New Committee—  
Making a Start

IT was announced in Parliament by the Prime Minister last week that the following are the chief economic questions on the agenda for the Imperial Conference which will open on October 5 :—

- (1) Oversea settlement.
- (2) A general review of inter-Imperial trade, present and future, including discussion of the work of the Imperial Economic Committee, and the position of the Empire Marketing Board.
- (3) Communications, under which head would be included the work of the Imperial Shipping Committee and the question of commercial air services.
- (4) Research.
- (5) The exhibition within the Empire of Empire films.
- (6) The question of securing agreement as to the liability of State enterprises to taxation.

## First Advertising Campaign

The ADVERTISER'S WEEKLY understands that in the general review of inter-Imperial trade the Conference will be in possession of the complete details of the first advertising campaign by the Empire Marketing Board.

This Board has appointed a Publicity Committee which is already at work. The Parliamentary Under-Secretary for the Colonies, Major the Hon. W. G. A. Ormsby-Gore, M.P., is chairman, with Mr. W. S. Crawford as vice-chairman, and the other members are :—

Sir Woodman Burbidge, Viscount Burnham, Sir William Clark (Comptroller-General of the Department of Overseas Trade), Lieut.-General Sir William Furse (Director of the Imperial Institute), Mr. H. A. F. Lindsay, Mr. F. L. McDougall, Mr. F. Pick, Lieut.-Col. N. G.

## "Advertising Display,"

August,

1926

Will be Presented

Free

With Next Week's

ADVERTISER'S  
WEEKLY

with the following

## CONTENTS

Only the Unusual is Noticed—By  
Jean Droiz

Balance in Advertisement — By W.  
Livingstone Larned

Are Capitals Essential?—By Cecil  
Chisholm

Getting Tone in Half-Tone—By F. W.  
Isern Smith

Dancing the Copy—By Fernand A.  
Marteau

Some Characteristics of Despotism—  
By H. C. Ferray

Scorgie (Deputy Controller of the Stationery Office) and Mr. J. C. Stobart.

It will be seen that a number of men skilled in advertising are included in the list and the name of Mr. J. C. Stobart of the British Broadcasting Company seems to foreshadow a use of wireless for the purposes of the Committee.

Other names make it possible to foresee certain directions in which the work of the Committee will be divided up. There will, apparently, be sections for Press advertising, for outdoor publicity and for direct mail work. The use of editorial propaganda for a national—or more broadly, an Imperial—purpose would also seem to be included in the programme of the Committee's functions.

The Committee, it must be remembered, is a sub-division of the Empire Marketing Board, the constitution and composition of which were described in THE WEEKLY for June 18 and 25.

## Power to Spend

The Board has the power, under the authority of the British Parliament, to expend the annual sums voted by Parliament, for the better marketing of Imperial produce. The amount voted for the current financial year is £500,000, and it is the intention of the Government to ask, in future years, for an annual grant of £1,000,000.

The launching of the first campaign may be expected in the early autumn, and space will be bought and sites for posters booked through a number of agencies.

It is not, we understand, the intention of the Empire Marketing Board to deal direct with the newspapers or to make exclusive use of the services of any one agency.

*The Second of a Timely Series.*

# What Terms Shall We Offer Our Instalment Buyers ?

The Problem of the First Payment—Two New Weekly Payment Plans for Cars—What Rate of Interest?—A Club Plan—Department Store Uses Bank—Two Guiding Principles

By Cecil Chisholm

**W**HAT terms shall we offer? Here is one of the nicest problems in instalment selling. Far too little attention has been paid to it thus far. For on its solution rests not merely the success of any scheme, but to a large extent its *safety* and its good name with the public.

First of all, what shall be the initial payment?

In the early days, of course, conservatism ruled. A first payment of 25 per cent. was almost invariably demanded. Yet there were some remarkable exceptions. One was the late Mr. Hooper's offer of the *Encyclopædia Britannica* in 1898. Mr. Hooper required a first payment of only one guinea for a set of books costing fourteen guineas—i.e., 7.1 per cent. As a matter of fact, that campaign was remarkably successful: nor were the recoveries high. But the offer was confined to the *Times*; and the readers of that journal formed a provident and thoughtful class with whom exceptional risks could be taken. At the same time the much discussed novelty of the offer reduced the possibilities of successful resale to book-sellers by defaulters. Normally, the encyclopædia and other mail-order publishing houses require 20 per cent. to 25 per cent. down.

## Small Payment Danger

The danger to-day is not that the first payment demanded be too large, but that it be too small. The best evidence of this danger has just been ascertained in America. Investigation shows that when a first payment of 33½ per cent. was required last year, only 1½ per cent. cars were recovered; where 25 per cent. was charged, the defaulters amounted to 3½ per cent.; while where 24 per cent. or less was asked, recoveries reached the startling figure of 11 per cent. Now, no house can do business safely on a basis of 11 per cent. for bad debts. The average figure for bad debts under instalment selling in this country is under 2 per cent.; experts like Messrs. Catesby systematically keep at or just below 1 per cent.

Gradually the terms offered are improving in favour of the customer. More than one house is selling the cars of a first-rate maker for a first payment of 10 per cent., the customer being charged only 2½ per cent. for the

## "Snags" in the Instalment Plan.

How big should the first payment be?

What rate of interest should be charged?

Could new plans be adopted in various trades?

*These and many more vital questions are discussed in this article.*

accommodation! But the firms belonging to the Motor Trade Association have for many years agreed to require a first payment of 25 per cent. and to charge an interest rate on the money outstanding of not less than 4 per cent. The motor-cycle trade has a standard rate of 5 per cent. on money outstanding. How wise this provision is the new evidence from America shows.

Every type of goods sold under this system requires special consideration. The case of the car is no exception. But the car is rather exceptional in that anything from £50 to £100 may drop from its value as the owner proudly drives it out of the garage, on making his first payment. Few other types of goods show such depreciation after one hour's purchase.

But 25 per cent. of the car's price may be a lot of money to many prospects. Is there any way of getting their orders, without finding the red figure level through bad debts? The Ford and the Chevrolet companies believe that they have found it under their "weekly payment" plans. The plans differ in detail, but they are really savings schemes, akin to the Slate Club. The idea is that the prospect shall accumulate his first payment by making a deposit of £1 a week. The Ford dealer sells his prospect a book of coupons, on a first payment of £1. Last year there were 40 coupons in the book (probably the number has been reduced with

prices), and the other 39 payments had to be made to any bank. After making his first payment the prospect is enrolled as a buyer, and the stubs of the book are receipts for the further payments.

The Chevrolet scheme goes a step farther. For it offers 6 per cent. interest on all monies deposited with the dealer towards the first payment for a car. (Hence its title, "the 6 per cent. purchase certificate plan.") Further, 6 per cent. on all service work or accessory purchases is also credited towards the purchase of a car. The plan has been evolved "first, to make repeat buyers of all present Chevrolet owners, and secondly, to bring all Chevrolets to authorised dealers and service stations for service work." Its appeal to the garage man will be obvious.

## An American Difficulty

But in a country where it is possible to get delivery of a new car for a first payment of £2 10s., and where a reliable second-hand car can often be picked up for £5, even these schemes have a good deal with which to contend. Indeed, the difficulty of the makers of the cheapest cars in America to-day is that a satisfactory first payment half pays for the car; while a similar initial payment secures the immediate enjoyment of a luxurious limousine. Personally, I can feel no surprise that Mr. Ford should find instalment selling a peril to America!

In our own motor trade the business of financing is so largely in the hands of the finance corporations that terms are almost standardised. The financing company normally wants 5 per cent. to 6 per cent. on sales made over six-month periods; 6 per cent. to 7 per cent. on twelve-month agreements; 7 per cent. to 8 per cent. on eighteen-month agreements. In the case of second-hand cars, the terms are almost identical; but a first payment of 33½ per cent. is usually required. (The element of risk in all second-hand car sales will be obvious).

## The Best Terms

On what goods can the best instalment terms be given? one is often asked. The answer is—furniture and household equipment. Here there is no rapid depreciation. The signs of wear and tear can often be removed by a little judicious use of sand-paper and



varnish in the shop. Again, the rate of profit is higher than that now ruling on cars, owing to the slow-moving nature of the goods. In this trade, too, the manufacturer finances the dealer instead of the dealer financing the maker. Few people realise that the deposit-in-advance and the cash-on-delivery demanded by the more successful motor manufacturers result in the car being paid for long before the materials from which it was made. Finally, the last payment on furniture is much safer than that on a car. The neighbours miss the familiar sofa; but they can well believe that the car was a "dud" and had to be sold!

In this industry then, 10 per cent. is a most adequate first payment: and it appears that actually a charge of  $2\frac{1}{2}$  per cent. on the instalments (or 5 per cent. on the actual amount loaned to the purchaser) meets the case. But no one in any other line need contemplate such a rate!

In this trade, too, it is becoming customary to "recover" goods equal to the unpaid instalments only from the defaulter. Naturally, difficulty may arise as to an assessment of the value of the goods. Are the goods to be valued at sale price, at cost, or as second-hand articles? But the furniture traders, with their long experience in hire purchase, appear to be discovering methods by which the matter may be arranged satisfactorily to both parties.

#### Extending the Scheme

The good qualities of furniture are enabling some of the London and provincial department stores to extend their instalment schemes. Often they will agree to a quantity of not too perishable goods being bought "on condition that half of the value is made up of furniture." This enables them often to do business on an interest basis of 5 per cent. on the total of the instalments, or 10 per cent. on the average credit lent. Most of the stores appear to be financing their ventures into this new field from their own resources.

If the business expands, however; if instalment terms begin to out "cash business," taking the place of the old "charge account," the stores may be forced to go to the bank for their accommodation. This is what is already happening in America. One store in Louisville has even made capital out of the fact.

This department store advertised last autumn that its customers might have from twenty-five to fifty weeks to pay for goods bought in any department. Yet goods would remain at strictly cash prices. This had been made possible, the house announced, because the store had been able to borrow the balance from a well-known national bank on very favourable terms.

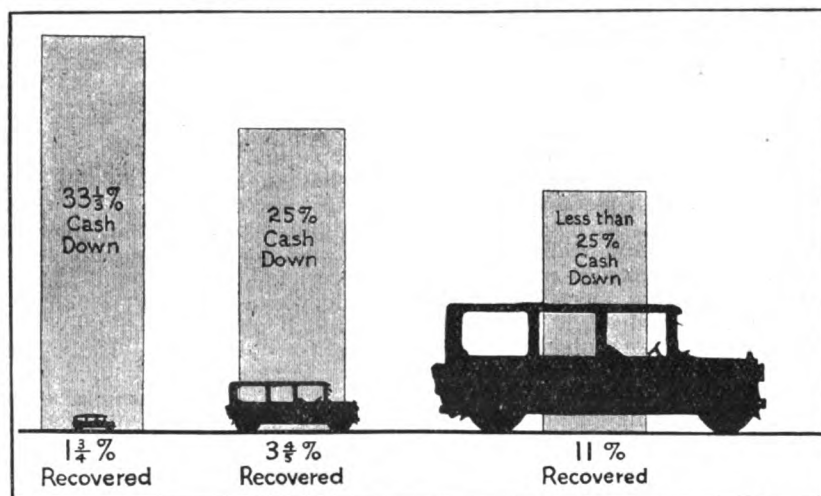
#### An Illusion

The department store advertises the arrangement as "The Louisville National Bank Plan." Weekly payments are made at a window in the department store that looks like a teller's cage. This and a sign reading "Representative of the Louisville National Bank" create an illusion of direct dealing with the bank. Mr. Richard Bean, president of the bank, says: "The trade acceptance is the vital part of the arrangement. The store sells goods to its customers on either a twenty-five or fifty-week payment plan, the period depending upon the classes of merchandise sold.

shelves but they desire to take no extra risks. So they advertise a club scheme. Under this plan twelve customers club together to pay in a certain amount once a month for a year. Each month there is a "draw," which entitles the lucky winner to choose and receive goods to the value of the twelve payments. The beauty of this scheme is that it involves the dealer in no additional capital outlay or risk whatsoever. Its weakness may be the amount of patience called for from the branch manager!

So far we have established two rules for our guidance:

(a) Make the initial payment



*There is a real danger in making the first payment too low, says Mr. Chisholm. Here is striking confirmation from America's last year's figures on car sales by instalment*

Dry goods, wearing apparel, and millinery are sold on the twenty-five week payment plan. Furniture, household furnishings, washing machines and other goods which can be recovered under mortgages are sold on a fifty-week payment plan.

"The store takes a trade acceptance, attached to a mortgage, from the customer and endorses this trade acceptance to the bank. In acquiring the goods, the purchaser makes a certain down payment and gives the trade acceptance plus 6 per cent. interest to the store. Our bank discounts the trade acceptance at 6 per cent. On the first of each month the bank renders the store a statement of the aggregate amount of the trade acceptances, on which the store pays the bank 2 per cent. It will be seen that the bank gets 6 per cent. interest on the trade acceptances and 2 per cent. in addition from the store, making a total of 8 per cent. The trade acceptances are then paid weekly to the bank by the customer."

This ingenious scheme reminds me of another recently put into operation by an enterprising firm of hard-ware dealers in this country. The aim in their case is, I believe, twofold. They desire to extend instalment trading to the multitude of small household accessories that fill the ironmongery

relatively high rather than immoderately low; using the trades illustrated as a guide, and allowing for the rate of depreciation of the goods, the term over which payments are spread, and the class of consumer.

(b) Keep the rate of interest safe. Remember that the current bank rate is 6 per cent. Can you afford to give credit at less than 2 per cent. above that, i.e., 8 per cent.? The extra clerical work involved; the new credit inquiries, etc., must be covered by this additional charge!—Ten percent. on the instalments may be a safe experimental range, which may be improved on by experience.

Unless, of course, you are a genius. Then, perhaps, you will be able to tell me how certain firms deliver goods priced at £10 to £20 for an initial payment of 10s. or less!

#### Manchester Week Programme

Clery and Smalley, Ltd., Manchester, in collaboration with George Falkner and Sons, Manchester, have received instructions to supply the Souvenir Programme and Brochure for Manchester Civic Week (October 2 to 9). The order is for 150,000 copies, to consist of 120 pages and covers. We are informed that advertisement space was applied for before preparation was made for the canvass.

# Taking Technicalities Out of a Technical Subject

## Talking Batteries to the Man Who Normally Wouldn't Listen—The Layman Appealed to from His Own Point of View

**By Leslie Lewis**

**I**T is not easy to uncover human interest in so deadly technical a subject as an accumulator.

To discuss, technically, the technical merits of a particular battery would probably result in the boring to death of 98 per cent. of one's readers, and the talking of the most obvious "shop" to the other 2 per cent. Engineers know their jobs, and laymen are, normally, not interested.

Here was the particular problem which faced Messrs. Peto and Radford when they set out to evolve an advertising policy for P. and R. accumulators.

Paul E. Derrick's realised that, in the first place, the man who buys a battery for lighting and self-starting on a car buys a battery which he wants—K.L.G., may we borrow it?—to "fit and forget." As a rule, he doesn't care two hoots about the whys and wherefores of battery design and behaviour all the time that the behaviour is good behaviour. Technicalities leave him cold and, what's far worse, may annoy him.

## Breezy Language

The copy policy adopted, therefore, was to talk to him in interesting and colloquial language of the good which the possession of a P. & R. would do him. Headlines were devised—as all good headlines must be—to attract attention and interest right from the jump. The copy which followed was humorous, human and conversational. It neither bludgeoned nor wheedled, but just put the case to the reader as from one good fellow to another.

And the idea was adhered to thoroughly. A man was not lured by a "catch" headline into reading a mass of soul-freezing technics. He was interested all the way through, from headline to foot-slogan, in terms which he readily understood. The slogan itself—and it is worth taking note of—is one which leaves behind it a sense of colloquial good feeling. It would be difficult to find one better for its purpose than "P and R, the beginning and the end in PowerR."

So much for the underlying policy of this "car-owner" copy. How it worked out in practice the following example will show:

THAT FLY-PAPER FEELING.

How's the old 'bus start cold mornings? Does she cling to her sleep with the cussedness of wet varnish?

Put a P. and R. accumulator behind her self-starter and see how

she'll jump to it. Turn her over with the punch a P. & R. gives, and hear how she takes up the song of the road.

Put a P. & R. behind her headlights. There's *light*, man: light you'd swear was solid: light to *do* things by: none of your dead-herring-in-a-dark-larder phosphorescence: but LIGHT. And then juice in hand for more, and instant starting.

If you're technically curious, then we have a book which tells technically, why the P. & R. accumulator gives more power to her elbow. A postcard to Peto & Radford, 50, Grosvenor Gardens, S.W. 1, will bring you a copy.

It will be noticed that the advertisement offers a technical book. This offer occurs for two reasons.

The first, and most obvious, is that it is safe to say that at least 2 per cent. of readers are technically curious.

The second is not quite so clear and, when explained, looks as if the policy of the copy were somewhat doubtful. This, however, is not so.

It was realised that an accumulator is not sold as a packet of cigarettes is sold. An accumulator, by virtue of its price, represents an investment which, in these troublous times, has to be thought about. Therefore, if it was safe to assume that the copy-policy adopted would be successful in getting the layman to think that there



**Oliver for short**

The load-packer's "once this one is in, it's out" is about as much as you can say for a accumulator. Like Oliver it takes for more, its thrust will come at any time, how fast and how large as it is.

You'll never find a P & R Oliver. First Accumulator must come out of both the programs like that. It always goes by warning. Like Oliver it asks for more. Its thrust will come at any time, how fast and how large as it is.

There are others out there who should choose a P & R. We could tell you names of industrial plants about such things as separators, bonded-on terminals, copper-coated steel cell connectors, anti-vibration glands. But we've saved room here.

We've written a book. It contains a lot of worthwhile notes about all kinds of accumulators. We would be glad to give you one. It may be just what you need. Write to: P. & R., c/o General Services, 3 W.



**P. & R.**  
**PETO & RADFORD**  
**ACCUMULATORS**  
I can be yours and I can be used in  
**Power**



**Goodwill—or  
Goodwon't, in  
Stationary Batteries**

I suspect about nothing of the batteries you should indicate the service you in the development of our business goodwill or goodwill. PRITCHETT & GOLD Ltd. and P.F.S. accumulators give positive results, they give them only Goodwill.

Goodwill

In each of the hundred different types of stationary batteries we use we apply specialized

First Central Power Stations and Town lighting departments to the smallest corner house installation, we supply one kind of battery, only the kind which does its job as well as a battery should which has 40 years of making it now being worked into it.

In the accumulators you want we use the name PRITCHETT & GOLD Ltd. and P.F.S. stands for highest technical skill and workmanship.

Talk to your representative. Our technical staff's experience is always at your disposal.

**PRITCHETT & GOLD  
P.F.S.  
ACCUMULATORS**

**PRITCHETT & GOLD and P.F.S. Ltd.**  
15, Grosvenor Gardens, London, S.W. 1  
Telephone: 2357  
Branches:  
London, Dover and Bristol. Please  
order from London.

was something in the P. & R. Accumulator, economics insisted upon the fact that he would inquire pretty closely—whether or no he be technically educated—into *what* was in it. Hence both the booklet and the offer of it.

**So much for the car owner.**

The task of interesting the amateur wireless man in the purchase of P. & R. accumulators was of slightly different aspect.

The wireless amateur is usually a wireless enthusiast. As such he possesses, normally, a pretty good technical knowledge of his set and its components. This being realised, the P. & R. advertisements appearing in the wireless context were of a nature more technical than those dealing with starter-batteries. Nevertheless, they were never permitted to become dully technical. It was felt that technicalities, for this market, were good, but that colloquial technicalities were better. Anyone who has ever taken a technical course of any description will remember how a formula which could be given a comical kink to it stuck much better in the mind than one which had to stand upon its own mathematical feet.

## Our Cat at Ohm

As an instance of this, take, since we are dealing with an electrical subject, the factors of conversion from practical to C.G.S. units of electrical measurement. We can all of us remember that one ohm is the equivalent of 109 G.G.S. units because of the old tag "Our cat at ohm has nine lives"—but, and we blush to record it, how many of us know the conversion factor for amperes or volts? We don't. Because we cannot remember. And this was exactly the reason why colloquial technicalities found place in the policy for P. & R. advertising.

As in the case of the car owner, technical literature was offered to the wireless man. In the context, however, of the wireless literature, technics and technics alone were left to prove the case. In one booklet, for example, dealing with H.T. accumulators for wireless work, this statement appeared in the introductory copy.

"Paradoxically enough, it is the amateurs of this world who know most about the professions. Therefore, in introducing the P. & R. High Tension Accumulator to the wireless world, we propose to talk purely as engineers. We know the amateur wireless enthusiast well

(Continued on page 142)

### *Appealing to the layman and to the technician*







question whether there is one publication in Java which possesses that number.

Of the second group, the Malay-Chinese papers—the most important are *Sin Po*, *Keng Po* and *Permagaan*, with a large circulation among the Chinese population. These should not be overlooked in the planning of a campaign as they reach the great bulk of retail dealers and are of considerable value as sales-resistance breakers, as well as actual advertising means.

#### Other Publications

In addition to the newspapers, there are a few weekly publications such as *D'Orient*, *Sport in Beeld*, *De Indische Post* and *Het Indische Leven*. Their circulation is fair and well worth the attention of advertisers.

There are two monthly publications, one printed in English, *Inter-Ocean*; and one in German, *Deutsche Wacht*. The former is particularly interesting as it has a large foreign circulation (in addition to a fair local one) in British Malay, Australia, and the Philippines especially. The latter receives the support of many German firms.

As regards the lay-out, many advertisers do not yet avail themselves of the advantages of illustrations, while the copy is pure statement of fact with but little appeal to the public. This is to be regretted as the block-making facilities are far better in Netherlands East Indies than in the neighbouring countries.

During the last year or so the daily papers have been publishing coloured advertisements, and several large advertisers have already used them. Only red, yellow and green have been used, and although the cost is fairly high the extra rate is well worth while.

A newcomer in the Java market will find it absolutely necessary to advertise. During the war it was possible to sell almost anything at top

prices, but with the return of normal conditions, competition has become more severe. This has been to the benefit of the papers as well as advertising men who have been kept busy framing new and original ideas.

In the planning of a campaign one has to remember that the territory is very extensive and that many hundreds of miles of land and sea separate the various centres. For this reason the importer with offices doing business in Batavia, Samarang and Sourabaya, will, if he intends selling in other parts, find it necessary to advertise in places such as Medan, Macassar, Pontianak, Padang, etc.

Besides the usual Press advertisement, another form of advertising is the inset of circulars, catalogues and other printed matter, in the papers.

I will now touch on the matter of poster advertising.

Here, again, certain classes of advertisers often make use of the opportunity existing. The hoardings are the property of the municipal authorities who lease them out. In Batavia the Aneta Bureau has leased the rights for all outdoor advertising, paying a certain amount to the municipality for each contract obtained by them. It must be noted that while a shop or business house is allowed to advertise its own wares or articles sold, it is not allowed to sell space on the premises to other concerns for the purpose of poster or any other form of advertising. It stands to reason that, in a tropical country, the boards are subjected to severe conditions—intense heat and torrential rains. For this reason, the signs are usually painted zinc sheets mounted on wooden frames.

#### Poster Pitfalls

There are some pitfalls, as a poster of the Vacuum Oil Co.—adapted from the American poster—shows. To conform to the surroundings, the American mechanic was replaced by

a Chinaman, and the "copy" was in Dutch instead of English. The fact had, however, been overlooked that a mechanic of Chinese origin should never be spoken of in Dutch but in Malay. This may seem a small matter, but one which does not escape the attention of local residents and lessens confidence in the advertisement, as it is only too obviously inaccurate.

Closely allied to the posters are the illuminated signs, and towns such as Weltevreden, Bandoeng and Sourabaya, which are full of street hoardings, are also well provided with illuminated signs—always the property of the municipal authorities. Even the large Chinese retail shops make use of that medium, and the steady increase seems to point to their efficiency.

Concrete pillars have also been erected in various towns, to carry both ordinary and illuminated signs.

#### Lorry Advertising

There are still a few other means. For instance, a practical form of advertising motor tyres is the affixing of large painted boards, bearing the name of the tyres, on the sides of motor lorries. During fairs and exhibitions, circulars are dropped from aeroplanes. Quite recently a firm hit upon the idea of deluging the ground of the Pasar Gambir (the native art exhibition in Weltevreden) with pamphlets, a few of which were marked in a certain manner. The finders of these marked pamphlets were entitled to a gift. Calendars and diaries are also very largely used.

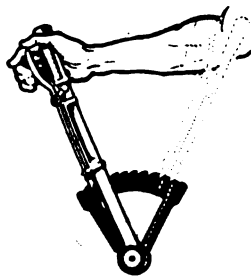
This review would be incomplete were I not to mention the Advertising Exhibition held this year in connection with the Pasir Gambir. This was the first exhibition of the kind ever held in Netherlands Indies. The result was not unpromising, and doubtless the knowledge gained on this occasion will be brought into practice another year.

# SIR CHARLES HIGHAM

*invites correspondence with Advertisers*

who desire that their advertising shall get the prompt and personal attention of the Principal of their Advertising Agency. Sir Charles devotes the whole of his time to his clients' business and is in a position to handle one or two more accounts.

Address: IMPERIAL HOUSE, KINGSWAY, LONDON, ENGLAND.



# SEPTEMBER OCTOBER

THERE must soon be industrial peace. And with the coming of agreement there will be national energy on an unprecedented scale. There will be need for more intelligence and more vigour in planning sales campaigns, need for more and better advertising; advertising compounded of knowledge and of freshness and of conviction, advertising that will sell more goods in markets that call for the most careful re-examination.

September and October are being specifically mentioned in many quarters as the months when a quickening of effort will be noticeable. Even in normal times these months are regarded as peculiarly suitable for new departures in most trades, but this year there is the necessity to make up leeway. Therefore we suggest to manufacturers that they should fix their minds on September and October and consult a service agency now—in time to permit of proper investigation of their problems and careful preparation of their advertising.

## SAWARD BAKER & Company, Ltd.

Telephone :  
Holborn  
5528 (2 lines)

*Advertising from A to Z*

Telegrams :  
SABAZIA, HOLB.  
LONDON

27 Chancery Lane, London W.C.2

# Do's and Don'ts for the Copywriter

Mr. Casson on the Technique of Advertisement Writing—  
Practical Advice from Every Angle

SOME copywriters are born great, some achieve greatness—but *not* one has greatness thrust upon him. . . .

Copywriting is an art—an art that may be instinctive, or one that may, in some instances, be acquired by dint of careful thought and earnest endeavour.

Mr. Herbert N. Casson, in his new book, *Better Advertising*, predicts that the best advertisement writer in Great Britain in 1930 will have as large an income as the best lawyer.

Recently, the author says, he saw a double-page advertisement in the *Saturday Evening Post*. It had cost £2,400, yet it had only 80 words in it. That made a cost of £30 per word.

Yet, very likely, those 80 words were dashed off by a copywriter in half an hour.

## £1 a word

"The effectiveness of the advertisement depends upon those 80 words. Would it not have been economical to have engaged the best copywriter in the world and paid him 20s. a word? My answer is—'Yes, it would.'"

"Very few people can write good advertising copy and very few of our copywriters realise the enormous possibilities of their profession."

Mr. Casson points out that much of the space bought for advertisements is wasted.

"If you take almost any advertisement," he says, "and weed out the stale phrases and abstract words and everlasting self-praise, you will have very little left except the name of the firm."

"In a single advertisement, for instance, on which £1,200 has been spent, I notice such words as 'Economic,' 'Fundamentally,' 'Obviously,' 'Strategic,' 'Primarily.' These are bookish words that should never be used in advertisements. They are mere padding. They are used most frequently by copywriters of least experience."

It is pointed out that advertisements are not essays and they are not chapters out of a book on economics. An advertisement is printed salesmanship, and it must be as nearly alive as any dead thing can be.

Mr. Casson condemns the art of self-praise. He says it is the language of grave-stones. It is the reward of the dead; but the less it is used by the living, the better. Epitaphs and psalms are not effective as advertisements.

"Bear in mind," continues the author, "that an advertisement is a service to the buying public. Adver-

tising is truth well told. It is not a boast nor the brag of a street peddler.

"Sentences should be short, not longer than twenty-five words. Paragraphs should be short, not more than five lines. If people cannot read it at a glance, they will very likely not read it at all.

"First write down in ordinary language what you want to say. Then go over it word by word and make sure that every word is a help to the meaning. Make sure that you are not using any dead words, and that no word has two meanings.

"Re-write and re-write and re-write. Do this all day and then begin again to-morrow morning. That is the secret of writing clear, vivid, memorable, effective advertisements.

"Definite copy is the only copy that will bring results. Mr. Casson points out that all general statements should be avoided. '271 gowns' is preferable to 'hundreds of gowns,' and 'Mr. J. T. Smith, our glove buyer, says' is better than 'everyone says.'

"Never claim too much. This alone will make you original and conspicuous. Better say '10s. hats for 10s.' than '25s. hats for 10s.' If an advertisement is not to be believed, it had better not be printed at all.

"Use words of action, not words of reflection. Use words of movement—picture-words. If you are advertising a washable table-cloth, you can say—'When the cat knocked the ink over.' This is better than saying—'Quality is Economy.'

## Abbreviation

"Condense. Abbreviate. Use sentences without verbs. An advertisement is not meant to be parsed. Cut out every unnecessary word. We advertising men have literary standards of our own; and we should not be terrorised by professors of literature.

"Be as personal as you can. Humanise your copy by mentioning people. People are interested first in themselves and second in other people.

"Be conversational. Never use a word that you would not use in speaking to a friend. Be friendly too. Don't make the reader feel he is being accosted by a stranger.

"The highest point of technique is reached when there is a rhythmical swing, like a Sousa march. When words jingle or beat time they have a more powerful effect upon the reader.

"Then, we must always remember that an advertisement is an instrument of persuasion. It must aim at motives. It must move the will. It must induce the readers to buy.

"There are several Master-Motives

that every advertising man must study day and night until he knows them thoroughly.

"There is Safety, for instance. It is the strongest motive in the world—the instinct of self-preservation.

"There is pleasure, which probably comes next. It is a fact that people will always pay more for an article of pleasure than they will for an article of necessity.

"There is Pride, too—a motive that is always a reckless spender. Pride seldom counts the price.

## Note of Urgency

"Then, at the end of the advertisement, always add a note of urgency. You can say, 'To make sure, better come before 11 a.m.' or 'Every order will be filled in turn.'

"An advertisement should aim at being more than educational. It should aim at making a sale, not an impression."

These and many other interesting points of view are put forward in Mr. Casson's book. With some of them we agree. With others we are inclined to disagree. But they are inspirational. They give the copywriter a fresh grip on his work. The information and advice are given in tabloid form to aid easy digestion, and the book should prove of considerable usefulness.

## FOR THE STAFF

### Lieut.-Colonel Lawson Opens New "Telegraph" Sports Ground

A most successful and well attended sports meeting was held on Saturday last, July 17, on the occasion of the official opening of the *Daily Telegraph* new sports ground at Manor Road, Mitcham. The opening ceremony was performed by Lieut.-Colonel E. F. Lawson, who was accompanied by Mrs. Lawson, and the various races and other events were enthusiastically contested.

The weather was all that could be desired, and a most enjoyable afternoon was spent.

By permission of Lieut.-Colonel C. T. J. G. Walmsley, the band of the 99th Bucks and Berks Yeomanry Field Brigade was in attendance and throughout the afternoon delighted the large gathering with its music.

The new ground, which was only acquired some eight months ago, is now in very satisfactory condition and shows every promise of rapidly becoming a first-class sports ground, which will be a very popular resort of members of the staff of the *Daily Telegraph*.

After the prize distribution, which was performed by Mrs. H. G. Reeves, the meeting concluded with dancing on the lawn to the accompaniment of the band.

### Bacteria as Advertisement

At the British Medical Association meeting at Nottingham there are displayed on screens photographs enlarged from 1,000 to 2,000 diameters from stained specimens of various bacteria. In front are displayed the treatments for the different diseases made by Burroughs Wellcome & Co.



# Quantity and Quality

J. LEGER & SON.  
FINE ART DEALER  
TEL. GERRARD 7621

13, DUKE STREET,

ST. JAMES'S,

LONDON. S.W.1.

June 23 1926.

Dear Sir,

I have sent you an order for the renewal of my series of advertisements in your Special Art Feature entitled "A Guide for Art Lovers", this order covering the period June to December - both months inclusive - and I think you will be interested to know that judged from a careful tabulation of results from a wide variety of media, my investment in space in "The Evening News" has proved by far the most profitable in every respect.

The series of Art Features which have appeared in "The Evening News" have created wide-spread attention, and in publishing this powerful appeal for Art, I consider you have done a great service to the public and to all interested in the ART TRADE.

My advertisements have appeared from the start, and as a dealer in pictures by Old Masters, I have received a large number of enquiries from all parts of the country, the results of my announcements in "The Evening News" being far greater than from all my other advertising put together. At the same time the cost per enquiry was the lowest.

It is most gratifying to me to receive such a stimulus and to get into touch with new and promising business, and personally I feel much indebted to you for giving me the opportunity for valuable publicity.

Wishing you all success in still further extending the movement,

Believe me,

Yours faithfully,

The Advertisement Manager,  
The Evening News,  
Carmelite House, E.C.4.

*Harold L. Leger*

# The Evening News

LARGEST EVENING NET SALE IN THE WORLD.

# Ad. News in Brief

C. W. Hobson Moves—Important Cassell's Change—  
Clever Carton—Railway Sites

## Mr. Edwin Stevens Dead

The death has occurred at Hayward's Heath of Mr. Edwin Stevens, managing director of the Mid-Sussex Times Publishing Company, with whom he had been connected 55 years.

## N.A.B.S. Election

The National Advertising Benevolent Society holds its election of pensioners in October. The last date for receiving applications is July 31, and forms can still be obtained at the offices, 61, Fleet Street, E.C.

## Illness of Colonel Izod

The friends of Colonel Izod, head of the City office of the St. James's Advertising and Publishing Company, were sorry to learn last week that he had to undergo a somewhat severe operation in a London nursing home. He is making satisfactory progress.

## Posters from South Africa

White's Advertising Agency, of Port Elizabeth, have produced two good posters for the Ford Motor Co. of South Africa, Ltd. They are posted on 200 railway stations in the Union and, while of a different type from the modern English posters, they are bold and striking.

## Hobson-L.P.E. Merger

With reference to the amalgamation of the C. W. Hobson Agency and the London Press Exchange, Ltd., announced recently in the WEEKLY, Mr. C. W. Hobson has joined the board of the L.P.E., and the Hobson organisation has now been transferred to 108-112, St. Martin's Lane, W.C., in order that there may be the closest co-operation.

## Advertising South in North

Last week the Southern Railway took considerable spaces in papers in the North of London and North Eastern home counties advertising the joys of holiday-making in the "Sunny South."

## British Representative Appointed

Edia, the well-known Paris specialists in high-grade poster advertising, have appointed Mr. C. Cockayne Naylor, of Messrs. H. J. Wilson & Co., Ltd., 154, Clerkenwell Road, E.C., as their representative in Great Britain.

## TALKED OF THIS WEEK



The new Southern Railway poster

## Clever "333" Carton

The State Express new 1s. for 20 line of cigarettes, the "333," has appeared in a very clever carton. Excellent use is made of colour, and the neat gold design on the red background is very attractive. The narrow green border to the red ground is a touch that shows the work of a master

## Rate Cards Wanted

General Sales Promotion, Ltd., 11-12, Pall Mall, S.W., are asking for rate cards of all publications.

## From "Advertising Display"

C. and E. Layton have used their advertisement which appeared in the first issue of "ADVERTISING DISPLAY" as a design for a blotter, and it certainly is most effective.

## Sir William Veno's 95 per cent.

Sir William Veno arrived at Liverpool on Monday from Philadelphia on the *Adriatic*. Interviewed by a Press representative, he said that the modern newspaper was the best medium for advertising. For many years he had been using 85 to 95 per cent. of his appropriation for advertising in the Press alone.

## United Newspaper Golfers

Mr. Lloyd George entertained members of the United Newspapers (1918) Ltd. Golfing Society at Hindhead Golf Club on Monday, when the "Horace Imber" challenge bowl was played for. The result was Mr. F. B. Harvey (81), Mr. W. K. Bliss and Mr. E. Hatfield (tie, 82). The society afterwards took tea with Dame Margaret Lloyd George at Churt; Mr. Lloyd George was compelled to leave early for the Commons.

## New Glasgow Firm

Mr. Gordon Alexander, Junr., has disposed of the goodwill of Gordon Alexander & Co. to the Gordon Alexander Advertising Services, Ltd. The directors of the new firm include Mr. Gordon Alexander, Junr., Mr. John F. Horn, M.A., Sir Robert Wilson, Mr. Andrew B. Oliphant, Mr. Stanley Rhein and Major D. G. Westgarth-Heslam. The service has been considerably augmented, both in Glasgow and London.

## Railway Advertising Change

The railway station advertising on the Hammersmith and City Railway, a system which carries over 22,000,000 passengers a year, is now under the control of the Metropolitan Railway. This railway serves a densely populated area, and is one of the chief avenues of transport from West London to the City. A folder has been issued by the commercial manager at Baker Street, giving details of poster sites, rates and so on.

**W S CRAWFORD LTD**  
**« ADVERTISING »**  
**233 HIGH HOLBORN**  
**LONDON**  
**WC1**



*A Final Opportunity*

Send your order NOW  
and test MODERN Weekly  
before the end of September  
at the old rate.

Write TO-DAY to:—  
**CHAS. E. MANDER**  
*Advertisement Manager*

The Amalgamated Press (1922) Ltd.  
The Fleetway House, Farringdon Street  
London, - - - E.C.4

Telephone: City 0202  
Telegrams: Mistitled, Cent. London

## Announcing **RATE INCREASE**

**M**ODERN WEEKLY, launched in April, has been an unqualified success. In a little over three months, in spite of extensive industrial trouble, it has established itself as one of the best weeklies of the "home" class.

The present rate of £25 per page was based on a sale of 130,000 copies weekly, a figure which we knew would be far exceeded. This rate was fixed to enable advertisers to test the pulling powers of MODERN WEEKLY. That they have been quick to appreciate the unusual opportunity offered is proved by the great demand for space.

From Number ONE—dated April 17th—to Number TEN—dated June 26th—the average sale has been more than

## 200,000 copies weekly

It is, of course, impossible for the present rate to continue. So greatly has the actual sale exceeded the estimated sales that, commencing with the issue dated October 2nd, the rate will be advanced to

## £35 Per Page

MODERN WEEKLY gives every promise of going from success to success. It may well be that this new rate will soon prove unprofitable and a further increase be necessary. Should that happen, orders held will be completed without increase, or if T/C, three months' notice will be given.

Those advertisers who have already used MODERN WEEKLY know that at this new rate it represents one of the most profitable media for any campaign addressed to women. For those who have not yet tested MODERN WEEKLY there is still time to do so at the old rate if space be booked at once.



## AD. NEWS IN BRIEF (Cont.).

## Film Poster by Wireless

For the first time a reproduction of a British-produced film poster has been sent by wireless to New York. The picture, by John Hassall, was produced for Ideal Films, Ltd., in furtherance of their "Go to the Pictures" Campaign. At the request of Mr. Earl W. Hammons, of the Educational Film Exchanges of New York (now on a visit to England), the picture was wirelessly sent to the New York *Moving Picture World*. Wardour Street is, naturally, much interested in the experiment, and Ideal Films and their comedies advertising manager, Mr. Gabriel Costa, have been widely congratulated on their enterprise.

## Film in the Window

A new window device, the Scriptograph, has made its appearance. It is an electric, self-operating projecting machine, equipped with an endless, ever-repeating, non-inflammable film of any length up to 250 feet, on which any message, slogans, price quotations or announcements, as well as trade marks, or illustrations in black or colours may be written or drawn. Films can be displayed on any wall, screen or surface, letters or figures in size of a few inches to over a yard in height. By means of a special mirror attachment, furnished with the machine, projections may be thrown on ceiling, floor, pavement or anywhere. David Allen Services, Ltd., are interested in the invention.

## Post Office Advertisements

The Postmaster-General was asked in the Commons last week whether he would state the duration of the present contracts entered into for advertisements from the liquor trade in post offices, telephone booths and so on, and what action he intended to take on the expiration of those contracts. The Assistant-Postmaster-General replied that the individual contracts with advertisers were made not by the Post Office, but by its advertisement contractor. Their duration varied. The governing contract was that between the department and the United Kingdom Advertising Company (Ltd.), and he could not forecast the department's policy in 1936 when that contract expired.

## VICTOR SALTER AT PHILADELPHIA

MR. VICTOR SALTER, hon. secretary of the Advertising Club of Ulster, interviewed by the WEEKLY on his return from Philadelphia, had an interesting story to tell.

A very pretty ceremony, he said, marked the closing session, when Mrs. E. F. Lawson, on behalf of the British delegation, presented to Mrs.

Kendrick, wife of the Hon. Frederick Kendrick, Mayor of Philadelphia, and to Mrs. Woodbridge, wife of Mr. C. K. Woodbridge, President of the International Advertising Association, beautiful tablecloths—typical specimens of British linen damask, given by the Irish and Scottish Linen Damask Guild.

Mr. Salter gave, on behalf of Sir Robert Baird, a box of specially manufactured British linen handkerchiefs to Mrs.



Mr. Victor Salter placing a wreath on the grave of Benjamin Franklin

H. H. Charles, Mrs. Patten, Mrs. Rowe Stewart, Mrs. Stinson and Mrs. Howard Story. The great appreciation shown of these beautiful gifts was very gratifying.

Mr. Howard C. Story, Mr. J. Gibbons-Neff, Mr. Rowe Stewart and Mr. J. Stinson also received similar boxes of handkerchiefs.

A gavel, made from the original flag-staff of Independence Hall, was presented by Mr. Kendrick to Mr. Salter for the Press Masonic Lodge of Ulster, of which Sir Robert Baird was the first Master.

A similar gavel and a specially-struck gold medal entitling him to life membership of the Poor Richard Club of Philadelphia were given to Sir Robert Baird, and the two gifts were formally accepted for Sir Robert by Mr. Salter.

The latter also received from the Mayor a portion of the original oak beam which supported the floor of the Declaration Chamber in Independence Hall, and a gold key to the City.

Mr. Salter, after thanking the Mayor and speaking of the warm friendship existing between the two countries, proceeded to the grave of Benjamin Franklin, upon which he placed a wreath on behalf of Sir Robert Baird.

"While speaking to Mr. Kendrick," Mr. Salter added, "I learned from him that at the end of his term of office as

Mayor, and after the Sesquicentennial Exposition has been terminated, he hopes to visit Britain and to call on his friends in Ulster, which has such close association with the United States and especially Philadelphia."

## NEW ERA IN TRADE PAPER PUBLISHING

## Fleet Street's Latest Offices—Efficiency at Bouverie House

WHEN Sir Ernest Benn, Mr. Victor Gollancz and the directors of Ernest Benn, Ltd., were at home to many of their friends on Thursday evening last at the newly-opened Bouverie House, Fleet Street, trade paper publishing was shown in a new form.

Three out of seven large floors are devoted to the publishing of the firm's ten trade and technical papers. The latest electric lifts swish you up to the fourth floor, where there is a beautifully decorated Publications Room. Here, in glass bookcases are the files of every paper, and copies of every publication produced by the publishing side of the business. Anyone interested in the technical or advertising side of any trade covered by the Benn papers can have free access to these files, and the room is full of market research possibilities.

The editorial and advertising rooms are not segregated on different floors. The editorial and advertisement offices of each paper are adjoining and direct co-operation between the two sides is ensured.

Bouverie House is certainly the first publishing office to have a greenhouse on the roof! One of the firm's papers, *Gardening Illustrated*, runs this greenhouse for technical purposes. Photographs for illustration purposes are taken here, and, incidentally, the greenhouse provides potted flowers for all the offices in the building. Here again are market research possibilities.

A complete restaurant and common room is included in the building's facilities, and there is a separate rest-room for the women members of the staff.

We understand that there are no staff vacancies at the moment!

Among those who accepted invitations to the "At Home" were:

Prof. Henry Armstrong, Prof. and Mrs. E. N. da C. Andrade, Mr. Ewan Agnew, Sir Herbert Blain, Sir Rowland and Lady Blades, Mr. and Mrs. R. D. Blumenfeld, Mr. and Mrs. Henry Cadbury, Sir Basil and Lady Clarke, Mr. Jonathan Cape, Mr. and Mrs. Campbell Jones, Mrs. Edna Clarke-Hall, Sir Robert and Lady Donald, Sir Willoughby and Lady Dickinson, Rt. Hon. and Mrs. H. A. L. Fisher, Mr. and Mrs. W. L. Hichens, Sir Frank and Lady Newnes, Lord Riddell, Sir Charles Starmer, Sir Lawrence and Lady Weaver, Miss Jelly d'Aranyi and Miss Myra Hess gave a recital during the evening.

The **SUNDAY CHRONICLE**  
The Sunday Journal of the well-to-do





CHRONICLE

at part of England  
is at once the adver-  
his smallest problem.  
CH and EVENING  
actors in any scheme  
lous North.

4 & WITHEY GROVE, MANCHESTER

# Tell Your Employees What You Are Doing

Show the Staff Your Advertising—Friendly Co-operation Between One Department and Another

By Alfred D. Guion (*Publicity Manager, Bridgeport Brass Company, U.S.*)\*

**M**ANY times the man on a particular operation has no idea what his work contributes to the finished product—sometimes he does not even know what the finished product is, and, of course, is ignorant of what it will do. Let him know the condenser tube he helped make, did its part to make possible the *Roosevelt's* rescue of a doomed vessel's crew; or the pipe he is drawing is intended for J. P. Morgan's private library, where priceless treasures are to be safeguarded by use of everlasting leakless pipe, or President Coolidge speeding toward his father's death-bed, makes the try by virtue of the skill in manufacture of the men drawing the trolley wire on the N.Y.N.Y. & H. electrification. To arrange for posting on factory bulletin boards of reprints of the Company's advertising, to work sympathetically with the Personnel Division in their varied activities is a worth while by-path.

When the need recently arose for a new supply of checks, the Advertising Department's aid was sought and a much improved check with the incorporation of the company's trade mark resulted. The standard billhead was also redesigned for this purpose.

The friendly co-operation of this department has resulted in a revision of the Company's order form to include some advertising features, the water marking of all letter-heads with the company trade mark, the passing through for advertising O.K. of all company forms, tags, labels, etc., before printing.

Before the advertising department got busy there were almost as many styles, sizes, shapes and colours of labels as there were products. We first decided on a standard colour combination, and this, together with standard signature, trade mark and other identifying insignia made possible a far more attractive line of labels, which added considerably to the advertising value of the package. The same procedure was followed in the preparation of tags, parcel post stickers, gummed address labels, etc.

The painting of trolley wire reels was given considerable attention resulting in a definite specification for paint and method of applying lettering. Instead of binding coils of brass with a wire, a brass seal is now used on

which the trade mark is stamped. Cases and boxes bound with wire and signode seals are now fastened with seals on which the trade mark in standard colours appears.

It has been my experience that in many cases one or more of the execu-

tives look upon the advertising appropriation as a more or less necessary evil. They approve an appropriation because some company advertising seems to be the thing to do. Their faith is not proof against a cut in advertising funds when curtailment of expenditure is necessary. Even among those manufacturing concerns who maintain advertising departments there is often a tendency on the part of the busy executives to take things for granted, and concern themselves but little with the extent of publicity effort, as long as things roll along smoothly. Often they lose a true picture of just how far-reaching and important are the ramifications of a good advertising department's activities.

## Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

### A Warning

SIR,—Despite the exposure of *Truth* and the cautions issued by this and other trade organisations, the practice of offering "free" editorial publicity in mushroom journals bearing impressive titles and apparently emanating from responsible publishing houses, merely as a bait to obtain orders for process blocks of unspecified sizes and at excessive charges, continues to find victims and to discredit advertising.

These journals have no genuine subscribers and are, therefore, absolutely worthless from an advertising point of view. They exist solely upon tricking the unwary into signing innocent-looking orders, which, in cases, have involved the advertisers in considerable losses.

We maintain a careful record of all advertising mediums and shall be happy to put our knowledge of the journals in question at the service of any of your readers who may be approached with offers of "free" publicity.

THE INCORPORATED SOCIETY OF  
BRITISH ADVERTISERS, LTD.,

H. T. Humphries,  
General Secretary.

### Increasing Poster Values

SIR,—In a recent issue you described the proceedings at the conference of the British Poster Advertising Association.

Reference was made in the speeches to the fact that with the poster "it did not matter whether the design were classic or modern, serious or humorous, so long as it would attract and hold attention during the moment necessary to impinge itself upon the consciousness of the passer-by."

This is no doubt true, but whether the poster does attract and hold attention depends also on the way in which it is displayed. Sir James Owen is also quoted as having said "that in posters at least, England led the world."

No doubt right again. But in the United States they undoubtedly lead us in the manner of displaying the poster. Every hoarding represents the frame to a picture, or series of pictures. No two posters touch one another, there is a

suitable margin all round; at night they are brilliantly lit up by concealed electric lights. Altogether their posters gain 50 per cent. in value by the way they are displayed. The very reverse is often the case with us.

DOUGLAS MITCHELL.

General Manager (Manufacturer).  
*Angus Watson and Co., Ltd.*

### The Cost of Replies

SIR,—I beg to enclose herewith copy of letter received from J. S. Fry and Sons, Ltd., re the "Family Gift Box" announcement which recently appeared in the *Hull Daily Mail*, showing the extremely cheap rate for this announcement, as compared with National Dailies, Provincial Mornings and Provincial Evenings, and I shall be pleased if you will kindly draw attention to the same in your next issue.

T. CHIPCHASE,

Advertisement Manager.

[COPY.]

SIR,—You will no doubt remember that we promised to supply you some few months ago, with the cost per reply for our Family Gift Box announcement.

These particulars are now ready, and we find that your paper has worked out at an extremely cheap rate. We trust the following details will be of interest to you:—

Average Cost per Reply.

	s.	d.
National Dailies .. ..	2	8
Provincial Mornings .. ..	5	11
Evenings .. ..	3	4
Cost per reply <i>Hull Daily Mail</i> ..	1	11½

J. S. FRY & SONS, LTD.

### "Take Bovril and Walk"

It was stated at the general meeting of Estates Control, Ltd., last week, that the poster issued by the firm during the general strike, "Take Bovril and Walk," was refused by certain provincial tramway and bus companies, apparently on the ground that the advice might be taken seriously.

\* In an address to the National Industrial Advertisers' Association at Philadelphia.





## Down the Lane to Mrs. Gibson's

When the nation was young and industries were infants, the errand-boys used to turn into Mrs. Gibson's lane of a Saturday morning, with the week's provender—or the goods for a new best dress. Dame Gibson shopped with limitations. Her choice was small, her needs were few. The errand-boys were her contact with her sources of supply.

Things aren't so much different now. The errand-boy still turns into Mrs. Gibson's lanes—more than one hundred and sixty thousand of them, every month. He goes in printed form. He is still their contact with their sources of supply—thousands of them, for all the Dame Gibsons, whose choice is wide and requirements many. The errand-boy's name is

# GOOD HOUSEKEEPING

C. R. FASTNEDGE,  
*Advt. Manager,*

153, Queen Victoria Street,

MANCHESTER:

1, PRINCESS ST., ALBERT SQUARE.

E.C.4.

# Let the Copywriter Stick to His Job

By G. V. Steer

**R**ECENTLY, the advertising manager of a young and growing business in London drew my attention to some advertisements which had been reproduced in an American advertising journal. They were masterpieces of advertising typography. Type, illustration, and border were blended together in one harmonious whole, so that, in so far as their physical appearance was concerned, not a fault could be found.

"Why," said he, "cannot we produce advertising like this?" My answer was to the effect that in England we had too many all-round men in advertising. The advertisements he so much admired were obviously produced under the direction of a typographer, who, having given the copy its rightful prominence in the advertisement, then enlisted the co-operation of specialists to produce its surroundings.

## "All Round"

With this theory he did not agree, but claimed that these advertisements had been produced by an all-round man. It was useless to try to convince him, so biased had he grown in the ten years or so he had been in his position. And so he goes on, writing excellent copy for his goods, but producing third-rate typography.

The United States is a nation of specialists. In advertising, at least, they do not favour the all-round man. And there, the typographer, who has necessarily had practical experience in the handling of types, proceeds to build an advertisement in the right way. Reading the executive's instructions as to the points he wants emphasised, and those he wants illustrated, the typographer drafts the advertisement, selecting types that will convey the proper atmosphere and determining to a hair's-breadth the exact space the copy will occupy in fairly large, readable type. Then he calls in the several other specialists to complete the work. The artist to draw the illustrations, from which blocks are made to fit the space left for them. And, if the heading is to be hand-lettered, it is drawn to conform

with the type used. This is the only successful way to build an advertisement.

In Great Britain, the typographer has yet to be recognised. His place is at present filled by what is known as a lay-out man, a position generally assumed by the copywriter, or in some cases by a rough artist, neither of whom have anything but a hazy knowledge of typography.

## What is a Typographer?

Yet the term typographer is by no means a newly-coined word. As early as 1683, Joseph Moxon mentions the typographer in his "Mechanick Exercises." The term then referred to one who knew the whole business of typography. In the Standard Dictionary the definition of the word typographer is a printer. And the modern understanding of the word is a person who has a practical knowledge of type, lettering, decoration, colour harmony, the various methods of illustrating and of paper. He can produce a lay-out which will not only appeal to the client, giving, as it does, a true forecast of what the finished job will look like, but at the same time will enlist the enthusiasm of the compositor whose job it is to translate the lay-out into type. In short, he is a man who knows the whole business of typography from A to Z.

He is not a high-brow, but just a plain individual who has got down to his job and through years of painstaking study has learned how to make type talk. An excellent model for the copywriter to follow in his own particular sphere, for after all is not copy-writing an art in itself?

George W. Jones, who, starting as a journeyman compositor, is now recognised as the finest printer in England, is such an example. Others are Francis Meynell and Stanley Morrison of the Pelican Press, Oliver Simon of the Curwen Press, and H. B. Naylor, who conducts the Craftsman's Corner of the *Carton Magazine*. Across the water, there are the examples of the late Benjamin Sherbow, Frederick W. Goudy, J. L. Frazier, William Kitteridge and a host of others. These men have learned their business

in the school of hard experience. They do not attempt to write about socks or shoes or sewing machines. If they write at all it is about typography.

To write good advertising copy is the copywriter's job, and it is no mean task. To achieve distinction he must concentrate on copy to the exclusion of everything else. I write from experience. For two years I attempted to write copy and design typography at one and the same time. It was a battle royal. In the end typography won. I realised that the two were separate and distinct arts; and the art that claimed the greater part of my interest was typography.

If copywriters as a class would interest themselves more in copy, and leave typography to the typographer, British advertising would benefit. In the first place, the lay-out would be so accurately designed that it would be unnecessary to see a proof. The compositor, who has been so sickened in the past by the so-called lay-outs sent in by the agencies, would begin to take an intelligent interest in his craft once more, and would attend to the careful spacing, perfect alignment and the niceties of leading for which he was noted in the pre-agency days. Every advertisement would be a masterpiece of typography.

## In Lay-out and in Type

The pretty lay-out, which gives the client such a false impression, and looks so utterly different when set up into type would disappear. And, instead of several costly re-settings for every advertisement, corrections would be reduced to the minimum.

The all-round man would be replaced by teams of specialists, all co-operating, but each producing his own part of the work in his own individual way.

This is the age of the specialist. Artists specialise in various branches of art. Those who have made a name for themselves do not attempt to do lettering, figure work, borders, and poster work. Rather do they specialise in different types of figure work, different types of posters and so on. Doctors specialise in various forms of disease. Lawyers concentrate on different aspects of the law, and scholastic people specialise in different languages and branches of learning. Let the copywriter specialise in copy, and leave the presentation of his copy to the typographer, who, after all, is the only man who can be expected to make type talk.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track

THE YORKSHIRE EVENING NEWS

# Progress!

New pages are being added to our book of progress. The "Yorkshire Evening News" on Friday, July 9 last, carried a total of **815 SINGLE COLUMN INCHES** of *local* Display Advertising. This is, we believe, the largest amount of local display advertising ever carried by a Leeds Newspaper in a single issue.

The above total was augmented by very many columns of National, Provincial, and "Smalls," added to which some very desirable advertising had of necessity to be declined.

The lead of the big local Stores is a good one to follow. They know! The "Yorkshire Evening News" goes from success to success. Indeed, no advertising scheme for Yorkshire can be complete without its aid as a first consideration.

# REMEMBER

the certified daily net sale exceeds 140,000 copies. See that the

# YORKSHIRE EVENING NEWS

is included in your next appropriation.

Dr. S. C. Cook

**DIRECTOR OF ADVERTISING.**

**LONDON, 150, Fleet Street.**

(Mr. W. H. ROGERS)  
'Phone: Central 3336.

**Trinity Street, LEEDS.**

'Phone: 27341 (16 lines).

*Printed simultaneously in  
Leeds and Doncaster.*

THE MEDIUM FOR THE PROSPEROUS WEST RIDING.



# Indirect Advertising Methods of a Great Railway

Service, Salesmanship, and the Wireless Broadcast—But they remain indirect

By Sir Henry W. Thornton (*President of the Canadian National Railways*)\*

**A**DVERTISING to tourists has kept abreast of the general improvement in advertising as a whole, and as an outgrowth of the old time-table ads. of ten or fifteen years ago we have to-day the highest type of sales copy prepared and presented by experts—advertising which excites the reader to travel and which is inducing countless thousands to turn their faces towards the beauty spots of America and Canada.

## Four Millions Appropriation

It is this advertising, backed by service and the efforts of those salesmen employed by the railroads, which has made a race of travellers on this continent. It grew from a small beginning, step by step, but it proved its own value, and this year the two great Canadian systems will expend approximately four million dollars in advertising to induce travel. The advertising of the Canadian railways is spread all over the globe—from the Orient and Australia to Scandinavia, and from the Mexican border to the Arctic on this continent. My company—the Canadian National Railways system, which is the largest system in point of mileage on the North American continent—has found advertising particularly necessary for reasons I will explain.

The Canadian National Railway system, although great in mileage, is a newcomer in the railway industry and an infant in years, since it has been functioning as a united railway system only since 1922. We are introducing a new commodity; and everyone knows the introduction of a new product requires more intensive advertising than is necessary in the case of a long-established product. Therefore, we have adopted all the well-known forms of advertising, and one at least—to which I shall refer later—has become a potent influence. Newspapers, magazines, periodicals of all sorts, pamphlets and so forth, are well-known weapons of attack. I need not dwell upon them because you are all familiar with their uses, but with your indulgence I want to refer to certain indirect methods of advertising which I have found to be highly effective.

## Value of Service

Service is to transportation what excellence is to a manufactured product. The patronage of the railway depends largely upon the character of its service. To the passenger, service consists of punctuality of trains, clean and comfortable cars, courteous and obliging employees, and excellence of dining-car facilities. If these are provided, every passenger becomes a potential advertiser. He speaks with satisfaction and sometimes with pleasure of his journey, advises his friends to travel by the route which has given him satisfaction, and they in turn tell others.

Next to service I put the mobilisation

*\*In an address to the Philadelphia Convention.*

of every employee into an army of passenger and freight solicitors, and this can be applied to every enterprise producing articles and commodities which are purchased by the public. This is the essence of salesmanship, and the line between advertising and salesmanship is not to be found, because one merges automatically into the other. True, every manufacturing concern has its own sales department whose objective is to attract business, but every individual in the service can, in one way or another, throughout the year, attract some business, be it ever so small, to his employer. The effort of a single employee may not in itself be great, but the united effort of some hundreds of thousands of employees creates an irresistible force.

## Making Salesmen

With modesty, but with accuracy, I may say that the Canadian National Railway system has met with a marked response from its ninety thousand employees to an appeal for that service which will satisfy the public and for individual effort in the attraction of business, both freight and passenger, to the company's lines. Whatever measure of success we may have achieved has been due largely to the fine spirit of service and salesmanship which has been developed amongst our employees from the highest to the humblest, plus a large measure of publicity.

There is a new marvel of science which is already playing an important part in the art of indirect advertising and which is destined to become a still larger factor in the future. It is radio broadcasting. There are certain necessary and proper limitations with respect to the employment of this agency, and it is essential that broadcasting be surrounded with such safeguards as will prevent the air becoming what might be described as an atmospheric bill-board.

Some two years ago the Canadian National Railways introduced radio broadcasting as a means of providing entertainment to those who live in large centres of population, and more particularly to those who live in isolated communities throughout Canada. Indirectly this instrument was adopted to make known to the people of Canada and the United States something of the commercial and other allurements of our great Dominion, and to attract settlers. Last, but by no means least, it affords an opportunity for the executives and other principal officers of the company to speak directly from time to time to the great body of our employees in their own homes, to explain to them the achievements of the company and to exhort them to a better character of service. All of these objectives have been abundantly achieved.

One of the features of broadcasting is the receipt of pleasant and complimentary responses from what are known as radio fans. We have received such communications to the number of about a

hundred thousand a year from all of the provinces of the Dominion, from every state in the American Republic, and from many foreign countries. Some of our broadcasting efforts have reached as far as Fiji, and our station at Moncton, in New Brunswick, is frequently heard in Europe. To each of such communications a reply is sent with literature descriptive of our resorts or the commercial possibilities of Canada. Frequently these responses form an introduction for our freight solicitors to some important shipper.

The volume of business we have received through such methods has much more than justified the expense of our broadcasting services, but I would like to add a qualifying word in connection with radio. To be effective, radio broadcasting must be, or should be, linked up with publication advertising of a national scope.

## WORK OF PRINTING J.I.C.

### Mark of Origin on Foreign Posters—Postal Anomalies

**T**HE seventh annual report of the Joint Industrial Council of the Printing and Allied Trades reveals another year of useful work carried out by this body.

Progress has been made in dealing with imported printed matter not properly marked. During the year several instances have arisen to the definite knowledge of the Joint Secretaries of the Council where the present Act has proved insufficient to prevent foreign printing being introduced on the British market without the public being aware of its foreign origin. These examples have been brought to the notice of the Board of Trade. A deputation has also waited upon the President of the Board of Trade emphasising the views of the industry that provision should be made in the amending Bill, which has now passed its Second Reading, and is actually in the Committee stage, that posters and all printed matter should be brought within the group of articles requiring that their foreign origin should be shown.

## Penny Post

The report recalls the fact that a deputation from the council waited upon the Postmaster-General on March 11, to urge the return of the penny post, and, failing that, the restoration of the sample post, and the removal of anomalies relating to the printed matter regulations, such as blank order forms in periodicals, time-table diaries, subscription forms posted in bulk. The outcome was not satisfactory; the anomalies which were referred to on that occasion still remain to hamper the printing industry. A small concession that the number of blank order forms permitted in inland printed paper packets would be increased from one to three was counter-balanced by an order that diaries for a shorter period than one year would be prohibited from transmission at the printed paper rate.

The help given by the Council in the Government's inquiry into trade and industry, the inquiry into health—with the desire of the Newspaper Proprietors' Association that any report which is issued should have special reference to the incidence of sickness in London Newspaper Offices, the War Orphans' Collection, the apprenticeship committee, and the matter of conciliation between employers and labour—all these and many more subjects are dealt with in the report.

# MORE BUSINESS

If YOU are interested in

## RESULTS

the following communication

# WILL INTEREST YOU

THE BABY SCOOTER CAR CO.

79, COPENHAGEN STREET,  
KING'S CROSS, N.1

9th July, 1926.

The Advertisement Manager,  
"The Nursery World,"  
24, Russell Square,  
W.C.1

Dear Sir,

In placing a contract for a further thirteen  $\frac{1}{4}$  pages in "The Nursery World," we should like to express our appreciation of the care and personal attention you have given at all times to our instructions.

WE MAY ADD THAT "THE NURSERY WORLD" HAS PROVED BY FAR THE MOST SUCCESSFUL MEDIUM IN WHICH TO ADVERTISE OUR SPECIALITY, AND WE SHALL NOT FAIL TO CONTINUE TO AVAIL OURSELVES OF THE OPPORTUNITY IT AFFORDS. As all our advertisements are keyed, we are in a position to judge its value. There is no doubt that its readers belong to the intelligent buying class, and THE JOURNAL IS NOT ONLY WIDELY DISTRIBUTED THROUGHOUT THE BRITISH ISLES, *but enjoys a more extensive circulation*, as a fair percentage of enquiries and orders come from abroad.


Yours faithfully,

(Signed) W. P. CRESSWELL

For THE BABY SCOOTER CAR COMPANY.

*I shall be happy to give you a call if your offices are in London or the Home Counties, or to send you further details and scale, on receipt of postcard*

H. E. Smithers, Advertisement Manager, THE NURSERY WORLD,  
24, RUSSELL SQUARE : : : : LONDON, W.1



**Advertising and Selling**  
FORTNIGHTLY  
Markets, Merchandising & Media

MAY 7, 1926 15 CENTS A COPY

*In this issue:*  
"Burned Plumes" By Eleanor Knox Cateson, "Kiss Deep in Limerick" By Eleanor Cateson, "Always Love on Limerick" By Eleanor Cateson, "What's Coming in Industry?" By F. M. Thomas, "How We Succeeded" By J. M. Davis, "What's Coming in Industry?" By F. M. Thomas, "How We Succeeded" By J. M. Davis, "What's Coming in Industry?" By F. M. Thomas, "How We Succeeded" By J. M. Davis

**Written by Authorities.**

The *Fortnightly* is written by authorities. It does not operate a staff of reporters. When it wants an article written it goes to the best man in the field and gets it written. Its contributing editors are men of versatile talents, vision and mature experience—men who are in the thick of marketing and advertising and know its day-to-day problems. Such men as Charles Austin Bates, Robert R. Updegraff, Kenneth M. Goode, William R. Basset, John Lee Mahin, Marsh K. Powers contribute regularly. Most of them write exclusively for the *Fortnightly*. These men discuss with sanity and vigor the current problems facing marketing and advertising executives. They look at things constructively, but are fearless in attacking conditions which need to be remedied. Though published in New York, U.S.A., it is a publication that also appeals to British advertising men who want to keep alert to advertising progress. It gives a different perspective, interprets important trends and contains much that is immediately practical.

**Advertising and Selling**  
FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C.4  
Year's Subscription \$4 (26 Issues)

# Publication Notes and News

## 1,093,549!

*John Bull* has just issued its net sales up to June 26. The figure for that week is 1,093,549, an increase on the previous four months.

## "East Africa" Wins

Last week *East Africa* made the exclusive announcement of the impending registration of an East African Investment Company with a capital of £300,000.

## Takes Over New Papers

Mr. B. Passmore Bishop, advertisement manager of Gale and Polden, Ltd., has taken over the London representation of the *Aldershot News*. He has also recently been appointed advertisement manager of the *Household Brigade Magazine* and the *Fighting Forces*.

## Jack-in-a-Box Folder

The latest use of the Jack-in-a-box folder is to be seen in the Zenobia Co.'s new propaganda. It is a folder advertising a scent display-stand for retailers. A picture of the stand is cut out at the top of the folder and so folded that when it is opened the picture jumps out.

## A Striking Show Sheet

C. H. Gee & Co., Ltd., Leicester, have produced for Dunlops a very striking show-sheet. It has wired-on edges at top and bottom. The sheet is printed in bold colourings on a black background and is highly glazed. A motor-cycle tyre design takes up the whole of one side, while the top is devoted to an attractive background picture.

## 1787-1926

In commemoration of the moving into new offices and works at Jameson Street and West Street, the *Hull Daily Mail* on Wednesday of last week issued a 24-page paper, some 15 pages of which were devoted to a history of the paper since the foundation of the original *Hull Packet* in 1787. In addition, a 40-page souvenir booklet on art paper told the story, in text and pictures, of the *Hull Daily Mail's* wide activities.

## More than 200,000

*Modern Weekly*, the new women's paper, has, within three months, established itself as one of the best weeklies of the "home" class. From the first issue the very cheap rate of £25 per page was fixed for advertisers, being based on a sale of 130,000 copies weekly. Mr. Chas. E. Mander, advertisement manager, informs us that the sales have been considerably more than 200,000 copies weekly, and as the present rate is uneconomic the price is being advanced to £35 per page, commencing with the October 2 issue.

## A Strike Souvenir

A miniature reproduction of the eight issues of the *British Gazette* has been published in booklet form by the *Luton News*. The publication is by permission of the Controller of the Stationery Office. On the third day of the stoppage the Bedfordshire paper inaugurated the plan of making photographic blocks of the *Gazette's* pages, and reproducing these in small, clear type on one of its own news pages. The booklet published at 6d. forms a complete history of the strike.

## No Longer Connected

The *Financial Times* states that Messrs. J. E. Hackford and George Howell announce that as King and Jarrett, Ltd., has sold *Oil Engineering and Finance*, they are no longer connected with that journal.

## List of Subscribers

*Play Pictorial* has issued a very attractive four-page folder. The two inside pages are devoted to a list of some annual subscribers, representing the first ten pages of the paper's subscription list. This has been published with a view to informing advertisers of the scope of the journal.



A poster from the East Indies which is interesting in view of the article on page 119

## Advertiser's Coat of Arms

In a new folder issued by Cartwright and Rattray, Ltd., Hyde, Cheshire, there appears an "advertiser's coat of arms." Various birds and animals are included in the design; the owl represents wisdom, the horse speed—and other essentials of the advertiser are also depicted. It is a very clever piece of work.

## Holiday Publishing Dates

Temple Press, Ltd., announce that the *Commercial Motor*, dated August 3, will be ready on July 30, on which day it will, for convenience, be supplied to the trade. It must not, however, be on sale to the public until the following Tuesday, August 3. The *Motor*, dated August 3, will be published a day later than usual, and will not be ready for the trade until the evening of that day. There will be no alteration of the publishing times of other Temple Press journals.

## On House Decorating

Tully-Crabbe, Ltd., Newcastle-on-Tyne, Ltd., produced for Reed, Millican & Co., Ltd., a good 104-page catalogue of the paints, glass and other commodities met in house decoration. All the pages are in colour, some in two and some in three, and the book forms a permanent book of reference for the house decorator.



# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## LEGAL NEWS

Messrs. Gibbs & Gibbs, Ltd., 26, Martin Lane, Cannon Street, E.C., printers, brought an action before the Recorder, Sir Ernest Wild, K.C., in the Mayor's and City of London Court, last week, against Messrs. Middleton & Payne, Ltd., of 76, New Bond Street, W., claiming £41 5s. 8d., balance of an account totalling £141 5s. 8d. for 4,500 advertisement showcards advertising a product called Velocium. The price of the showcards was 7½d. each.

For the plaintiffs it was stated that an order was given in January last by a company called Velocium, Ltd., which had since changed its name to Middleton & Payne, Ltd. The work was done and 1,000 cards were delivered. The account had not been paid, and in March, a Mr. Mason, who had been a director of Velocium, Ltd., called upon Mr. Freshwater, a director of the plaintiffs. At that interview Mr. Mason induced Mr. Freshwater to accept £100 in settlement of the plaintiffs' claim, and stated that Velocium, Ltd., did not require delivery of the remainder of the showcards. Subsequently Mr. Freshwater had reason to believe that the settlement had been induced by misrepresentations on the part of Mr. Mason, and decided to demand payment of the balance.

Mr. Freshwater, giving evidence, said that at the interview Mr. Mason intimated that if witness intended to press for the whole amount it was probable that the plaintiffs would get nothing at

all. He added the significant words, "You know what limited companies are, and the power held by debenture holders. If they take action you will get nothing." The witness said he thereupon agreed to accept the £100 in full settlement believing that Velocium, Ltd., was in an unstable financial position, and that there were debenture holders who were liable to seize the assets at any moment. A few days after the settlement witness saw a two-column wide half-page advertisement in a morning paper advertising the product sold by the defendants, and later at the Bank Tube station saw a huge poster similarly advertising that remedy. He got suspicious, but nevertheless paid in a cheque for £50, which was due just about that time, it having been post-dated at the time of settlement, and later he went to see his solicitors and it was discovered that there were no debenture holders in Velocium, Ltd. Thereupon a demand was made for the balance of £41 5s. 8d.

The defence was that there had been accord and satisfaction and that the plaintiffs having accepted the £100 in full settlement they could not now re-open the matter. Evidence was given by Mr. Joseph Mason, who said that at the interview Mr. Freshwater suddenly said he would take £100 in settlement of his account and retain the balance of the showcards.

The Recorder: Did you say anything about debentures. Did you use the word debentures?

The Witness: I never mentioned it.

The Recorder: That you swear. You did not even suggest there might be debentures?

The Witness: No, the word debentures was never used, never during the whole conversation.

The Recorder said he had to decide whether Mr. Freshwater entered into the agreement as a result of certain representations which it was alleged were made by Mr. Mason. There was a direct conflict of evidence as to whether or not reference was made to debentures at the meeting described in the evidence. He was sorry to say that he did not believe Mr. Mason's story, both from his observation of the demeanour of the witness in the box and in view of the probabilities. He was certain the reference was made to debentures, and that substantially the story told by Mr. Freshwater was the correct one. It was admitted that in fact there were no debentures, and that, therefore, the suggestion that the plaintiffs were liable to lose their money if the debenture holders took action was a false one. The suggestion was put forward in order to induce Mr. Freshwater to act upon it and they had done so to their detriment. His conclusion was that at the time the alleged agreement was made the parties were not *ad idem*, and that, therefore, there was no agreement at all. He gave judgment for the plaintiffs for £25, with costs, deducting the sum of £16 5s. 8d. from the plaintiffs' account, that being the value of a quantity of the showcards printed in excess of the defendants' order. The Recorder said he made that deduction because he was not satisfied that there was any custom in the printing trade which permitted the printer to print 10 per cent. more or less of the quantity ordered.

IF YOUR GOODS ARE FOR WOMEN, YOUR ADVERTISING IS FOR  
**WELDON'S**  
 FAMOUS FASHION JOURNALS

30 SOUTHAMPTON ST. STRAND, W.C.1





## 950,000 MINDS IN RECEPTIVE MOOD

"TEN miles from our destination Robinson finished his last cigarette. Exactly seven and a half minutes after we had arrived he was filling his case with a brand he had never before tried. I suppose that even now he hardly realises that he had been sitting for two hours opposite a delightful pencil sketch, advertising that new smoke."

The selling power of those Pencil Advertisement Panels on the walls of L.N.E.R. carriages is potent because all who see them are in a receptive mood; because the Panels themselves are dignified, restrained and pleasing to look upon. The suggestions they carry are implanted in the minds of 950,000 passengers every day.

## SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

ASK FOR RATES. The low cost of this good advertising will pleasantly surprise you. The rates include provision of sketches and panels, with regular inspection by the Company's own staff. Send your enquiry now to the Sole Agent:

T. McDUGALL, LTD., KINGSWAY CHAMBERS,  
44/46, KINGSWAY, - - - LONDON, W.C.2.

Telephone: Holborn 5240.



## RATE CARDS PLEASE!

GENERAL SALES PROMOTION, LTD.,  
11/12, PALL MALL, LONDON, S.W.1.

### JOINT STOCK COMPANIES

The following companies have been struck off the Register and are dissolved:—

Aurora Publicity Co., Ltd.  
British Hotel Publishing Co., Ltd.  
Consolidated Advertising Corporation, Ltd.  
Expert Publicity Service, Ltd.  
Export News, Ltd.  
Filmlets Advertising, Ltd.  
Interstate Advertising Organization, Ltd.  
Kinoposters, Ltd.  
Local Advertising Co. (West) Ltd.  
London and Counties Advertising Agency, Ltd.  
Reliance Publicity Co., Ltd.  
Trade Publications, Ltd.

### PARTNERSHIP, DISSOLVED

Coast Guide Publishing Co. (Henry Arthur Jas. Hurley and Vicary Gibbs) publishers, 18, Perry Road, Bristol. Mutual dissolution, July 5, Debts by V. Gibbs.

### ADJUDICATION

(Amended Notice substituted for that published in "London Gazette" of May 28, 1926):—

Barber, Lawrence Thomas, described in the Receiving Order as Lawrence Barber, 287, Stanstead Road, Forest Hill, London, and 10, Lancaster Place, London. Advertising Agent. (422 of 1926.) Order dated May 25, 1926. Date of filing petition, April 7, 1926.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

Arundell Display, Ltd. (214,976).—Private company. Registered July 12. Capital £100 in £1 shares. Objects:—To carry on the business of experts in display work and window dressing of all kinds; to design, build, create and carry out display for exhibition stands, interior displays, bazaar stalls, carnivals, theatres, cinemas and the like, etc. The directors are:—E. J. Arundell Clarke, J. Arundell Clarke. Registered office:—40, Shaftesbury Avenue, W.C.

General Cinema Advertising Co., Ltd. (214,982).—Private company. Registered July 12. Capital £600 in £1 shares. Objects:—To acquire the business of general advertisers carried on by C. Yates and J. Gass at Central Buildings, St. Peter's Gate, Stockport, as the "General Cinema Advertising Co." The permanent directors are:—C. Yates, J. Gass. Solicitor:—H. Jackson, Savoy Chambers, Wellington Road South, Stockport.

The Individualist Bookshop, Ltd. (215,011), was registered as a "public" company on July 13, with a nominal capital of £20,000 in £1 shares. The objects are:—To carry on business as booksellers, stationers, publishers and advertising and lecture agents; to promote the cause of Individualism. The directors are:—Sir Hugh Bell, Bt., Sir Ernest J. P. Benn, Lord Emmott, Sir Herbert Samuel Leon, Bt., P. A. Molteno, W. W. Paine, H. H. Vivian., J.P. No remuneration is to be paid to the directors other than a managing director. Solicitors:—Biddle, Thorne, Welsford & Gait, 22, Aldermanbury, E.C.

## POSTER SITES

Test Case in Aberdeen—Local Acts and National Acts

[FROM OUR OWN CORRESPONDENT.]

SHERIFF PRINCIPAL McCLURE, at Aberdeen, on Friday last, heard agents debate on what was stated to be a test case with reference to poster advertising on hoardings, and the Sheriff Principal, at the close of the debate agreed to visit the site of the proposed hoarding, give it his consideration and deliver a written judgment.

The General Billposting Company, Ltd., Edinburgh and Aberdeen, were the appellants, and the defenders were the Lord Provost, Magistrates and Town Council of the City of Aberdeen, who refused to grant an advertisement licence to the appellants for a hoarding on the north side of Great Northern Road, Aberdeen. The defenders, the appellants contended, in refusing the advertisement licence, had not reasonably exercised their discretion under Section 42 of the Aberdeen Police and Improvement Act, 1900, and asked that a licence be granted for the site for a period not exceeding four years.

### The 1925 Act

Mr. Murray, for the appellants, said there were two applications by the General Billposting Company, Ltd., in respect of two sites, but an appeal had only been taken on one, because the decision, in that one, would it was imagined, rule the other. Aberdeen had not seen fit to take advantage of the 1925 Act, and accordingly the whole chapter of Aberdeen's rights was the Act of 1900. The respondents, he contended, had no power, under that Act, to refuse any licence applied for merely on the alleged ground of amenity, and their refusal of the present application was incompetent and *ultra vires*. As Aberdeen had not passed by-laws, or scheduled areas under the 1907, 1913 and 1925 Acts, the ground of refusal of the licence—that it would be detrimental to the amenity of the locality—was not a relevant consideration. Edinburgh Corporation was the only body in the country, outside of Dover, which had a provision allowing amenity to be considered.

Another objection which Mr. Murray emphasised was that the Streets and Roads Committee of the Aberdeen Town Council had given inadequate specification of their objection. The appellants had most carefully refrained from seeking licences in any quarter of the city where there was amenity or where any historical or picturesque buildings would be affected. The hoarding in question would not interfere with any view of the landscape.

### Respondent's Reply

Mr. G. S. Fraser, for respondents, contended that Section 42 of the Aberdeen Act of 1900 gave the Town Council absolute power in their discretion—subject to appeal to the Sheriff—to licence or not to licence the hoardings. They had given a general reason for refusal and that was all they were called upon to do. A Committee of fourteen members considering such an application had each his own views on the matter, which could not be expressed in any more specific way than had been done. To prevent the Council using their power in any capricious and unreasonable manner there was the right of appeal to his lordship. He suggested that his lordship should visit the site and see for himself whether or not the Town Council had “unreasonably refused the application.”

# Typography

*Second and revised impression to which has been added specimens of new type faces and borders, written and arranged for the use of the amateur and of any buyer of printing “fine” or “commercial.” Royal 8vo, with two folio plates inserted, printed in three colours. Bound in buckram, bevelled boards,*

PRICE 10/6 NET

IT has been written with the single aim of increasing the appreciation of good printing: of making *informed* buyers of printing: and so of winning attention for the finer points of “the art” as it is practised at the Pelican Press. It does not assume that the user of printing is ever likely to wish to print for himself; therefore it spares him a description of the technique of production. “Typography,” on the other hand, concentrates on giving the non-printer a technical apparatus of criticism, by which he may distinguish the good from the bad, and in all the minutiae of printing learn accurately to appraise the quality.

*The sections of the book are as follow:*

THE PRINTED WORD AND THE WRITTEN WORD  
TESTS FOR TYPES

CONCERNING PRINTERS' FLOWERS

THE PIONEER WORK OF THE PELICAN PRESS

THE POINTS OF A WELL-MADE BOOK

A GLOSSARY OF PRINTERS' TERMS

AN EXHIBITION OF THE FINEST AVAILABLE TYPE-FACES

A DISPLAY OF BORDERS AND INITIALS



*Printed, published and produced by*

THE PELICAN PRESS

2 CARMELITE STREET, LONDON, E.C.4



# THE PLAY PICTORIAL

(FOUNDED 1902).

"Not of a day, but for all time."

"NO NO NANETTE," 10/-

WHY 10/- ?

*Explanation according to rule*

Copies Printed—13,550.

Having Sold 13,400  
it became 2/6,

At 13,500 it becomes 5/-  
and 10/-

when 15 copies remain.

Is there any Advertiser  
or Advertiser's Agent  
who can procure such  
**AN UNIQUE GUARANTEE**  
from any Weekly or  
Monthly published on  
either side of the  
Atlantic ?

Maximum Free List, 150 copies.

PLAY PICTORIAL,  
6, Adam Street, W.C.2.

## We Hear—

THAT the spell of delightful summer weather has brought in its train no inconsiderable amount of seasonal advertising which has been somewhat slower than usual in making its appearance ; and—

THAT on this account we have the satisfaction of seeing the return of old familiar lines of the soft drinks kind and other coolers that are real summertime propositions varying with climatic conditions.

THAT for the time being the soft-fruit season has put something like a handicap on the advertising of the toffee makers and confectioners, who are not so conspicuous as they were.

THAT the increased facilities for holiday travel now made available by the railway companies has resulted in greater demand for Press and poster publicity on their part in London and throughout the country ; and—

THAT this lead has encouraged some popular holiday resorts to make a bolder effort—or to improve on what they were doing—to secure a share of the returns likely to accrue.

THAT Mr. Harry Rountree, whose art has illustrated many an excellent advertisement, is making a satisfactory recovery from a very serious operation for appendicitis.

THAT there is whispered talk about the sale of the big business of a proprietary line built up within recent years by extensive advertising in the London newspapers and the popular periodicals, and that if only one small part of the story be true the founder of the business goes out having made a very good deal.

THAT Mr. Stephen Myers, who for many years has controlled the firm of Messrs. Samuel Bros., at Ludgate Hill, and been known personally to a host of advertising men, is retiring from business, and the old-established house, the advertisers of the *Omne Tempus Raincoat*, will close down.

THAT the Raleigh Cycle Co., Ltd., is making an extension at the Nottingham Works to increase the yearly output from 120,000 Raleigh Cycles to 175,000, which next year's advertising will be budgeted to secure.

THAT the cross-word puzzle business is still going strong, and the success of those ingenious advertisers who are doing well out of the puzzle competitions has encouraged many newspaper editors to re-open their editorial columns for the solving of cross-word puzzles for big cash prizes.

THAT following the displays in the London and provincial newspapers on the coal output and miners' wages, space has been taken in local newspapers and advertisements issued by the Scottish Coalowners Association, Glasgow, on miners' wages and the eight-hour day terms.

THAT owing to the annual holidays, "the Fair," advertising business in the Glasgow agencies has been almost at a standstill for the last ten days.

THAT a big attraction at Brooklands—where are always drawn the motorists in the advertising business—on August Bank Holiday Monday will be a race for a cup and £300 in prizes offered by the *Evening News*.

THAT the result of the year's trading of Jackson's Stores, Ltd., the multiple shops in the provinces which are freely advertised, showed net profits of £45,422, an advance on the previous year.

THAT Messrs. Lewis's, Ltd., are going to hold fruit, vegetable and flower shows at their big stores in Liverpool, Manchester and Birmingham—organised by Lewis's and the *Sunday Chronicle* and the *Daily Dispatch*—during the first weeks in August, when £1,500 in cash prizes will be awarded to winners in the 138 separate classes.

THAT the makers of Nugget Polish have introduced a new line they have named Regent Shoe Cream, which bids fair to become widely advertised.

THAT the late Mr. E. A. Graham, of Graham's Amplion, left a handsome fortune, and bequeathed £10,000 to his secretary, Miss D. K. Hearn, an extremely clever business girl, who is known to many business men who were callers at the firm's factory at Crofton Park, S.E.

THAT although it was mentioned in the *WEEKLY* some time back that Mr. C. W. Hobson had linked up his business with the London Press Exchange, Ltd., it is only this week that official notices have appeared stating that Mr. Hobson and his organisation have joined the firm and left Bedford Square for St. Martin's Lane headquarters.

THAT Mr. J. Strong, the popular Captain of the Dulwich and Sydenham Golf Club, was the winner of the Royal Naval Challenge Cup on Saturday last with a score of 69 plus 72-141 ; and—

THAT this is the third cup he has won during the short space of one month.

THAT something like consternation has been caused in commercial circles by the recent judgment of Mr. Justice Meredith in the Irish Free State courts that British patent rights are not provided for under the Free State constitution ; but—

THAT it is understood the Free State Government, recognising the position which existed, had already introduced a Bill dealing with the matter, but that this cannot become law before the October session of Dail Eireann at the earliest.

THAT Mr. Frank W. Padbury will shortly be leaving Messrs. Kenny's Agency, Dublin, in which he held the post of chief of copy department, to take up an important position with the Heritage Peters Service, Coventry.

THAT "B.P." Motor Spirit is being widely advertised throughout Ireland as the result of some notable successes achieved in the recent motor-cycle races in Phoenix Park, Dublin.

THAT the *Roscrea Review* is the title of a new weekly newspaper published in Roscrea, Co. Tipperary, and that the first issue is on somewhat unorthodox lines.

## We Hear—

THAT Mr. John Bridgman addressed the North Shields Rotary Club at their last meeting, his subject being "Advertising for Shopkeepers."

THAT at a meeting of the Roads Committee of Kirkcintilloch Town Council, the growing practice of chalking advertisements of meetings on public streets was under consideration, when it was agreed to draw the attention of the police to this matter with a view to having the practice stopped.

THAT Bailie Macindoe stated that by adopting this method the Town Council was acting in the interests of public safety, as people reading these advertisements were in danger of being run down by vehicular traffic.

THAT Sir Albert Stephenson, managing director of the *Southport Visiter*, and Lady Stephenson were invited to the Royal Garden Party at Buckingham Palace on Thursday.

THAT Sir Lawrence Weaver is one of the six members of the Royal Commission on Bridges Over the Thames, announced in the House of Commons by the Prime Minister on Monday.

THAT Mr. V. Bingham has resigned his appointment as Advertising and Publicity Manager to J. Wix and Sons, Ltd.—"Kensitas" Cigarette Manufacturers.

THAT Mr. H. E. Popham is now in Paris, recuperating after a strenuous year's work, and—

THAT later he is proceeding to Valencia, to see the place they made a song about!

THAT Mr. K. Ommanney Shelford, has retired from Laidlaw Publicity, Ltd., and was last heard of in the wilds of Southampton Water in the neighbourhood of a motor yacht, holiday-making, and—

THAT he is, perhaps, getting his sea legs for a voyage to take up an appointment overseas.

THAT Mr. Fredk. E. Potter was a delegate to the Wesleyan Methodist Conference meeting at York, last week.

THAT the Aldwych Club members who are not on holidays will be the guests of the Press Club for the first few days of August while their own home is renovated.

## Proprietary Medicines Toilet or Food Products

A well-known Advertising Manager, at present with a group of companies marketing a number of medical and toilet products which are the biggest sellers in their respective fields, has resigned his appointment and wishes to hear from firms of good standing who can make use of his services in a similar capacity.

The man in question, during the past twenty years has been associated with some of the leading advertisers on both sides of the Atlantic, and has handled campaigns in every country throughout the world.

He is a man of very wide experience with more than an ordinary knowledge of the mechanical side of advertising, having spent a number of years in printing, process engraving, newspaper production and commercial art studios.

The work he turns out is spoken of as being excellent by authorities, one of whom says "He has an inventive genius and possesses the exceptional capabilities of writing amazingly good copy and designing original layouts that are stamped with the hall-mark of the expert."

He is willing to prepare a complete scheme for any product, as a preliminary to negotiations, provided the request is from a principal of the firm.

### BOX 269 "ADVERTISER'S WEEKLY"

WILL CIGARETTE MANUFACTURERS, LOOKING FOR SOMETHING DIFFERENT TO THE USUAL RUN OF CIGARETTE ADS., PLEASE WRITE?

Use the  
**WOMAN'S MAGAZINE**  
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracis, Fleet, London.  
Telephone: Central 8428-8429.

THE BEST FREE GIFTS.  
**SOFT TOYS**  
Illustrated Catalogue on Request.  
MANUFACTURERS, Est. 1914  
**THE TEDDY TOY CO.,**  
45, GOLDEN LANE, E.C.1.

### ADVERTISING AGENTS!

are guaranteed better results and decreased expenditure by advertising in

**The Limerick Leader,**

which guarantees a larger circulation than that of all the Limerick newspapers combined.

**LIMERICK LEADER, LTD.,**  
54, O'Connell Street, LIMERICK.

To Firms Seeking Wealthy Markets

**"PINANG GAZETTE"**

Oldest Daily in Malaya. STRAITS SETTLEMENTS

**"LA RAZON"** BUENOS AYRES  
150,000 daily

London Representatives:  
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**REAL PHOTO REPRODUCTIONS**  
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Put **Ideas** in your campaign  
It sells in the home.

LOCAL ADVERTISING—DIRECT RESULTS

THERE IS BUT  
ONE WAY  
TO COVER  
OXFORDSHIRE



THROUGH

The  
**Oxford  
Times**

RATES AND  
SPECIMENS  
FROM

38, Queen St., OXFORD.

DIRECT RESULTS—LOCAL ADVERTISING



**"In One"!!**

Not very often—No, and strong as is our faith in the **WHITBY GAZETTE** we do not like advertisers trying to get there "in one." We recommend half the space and—then they will get there "in two."

**And a series advertiser  
keeps on getting there.**

*Let us send you Current Issue and Rates.*

**HORNE & SON, LIMITED.**

**SALES MANAGER or SALES PROMOTION.**

Advertiser, 34, British, requires executive position with old-established or well-known house, where his particular capabilities can be utilised to better advantage than at present. Has 12 yrs' successful speciality-selling exp., both in this country and on the Continent, and is used to big business, now desires to put his practical experience at the disposal of a suitable firm where the value of the importance of up-to-date methods of increasing business will be appreciated. Refs., selling records and sal. required at interview. Box 272, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

# Current Advertising

Notes of New Business Going Out : New Advertising Now Appearing in the Press and on the Hoardings

Winter Thomas Co., Ltd., are handling advertising appearing for State Express 338 Cigarettes.

T. B. Browne, Ltd., have commenced placing for Bird's Lemonade.

Osborne-Peacock Co., Ltd., have in hand new season advertising for E. J. Riley, Ltd., and Thomlinson's Greban Footballs.

Pratt & Co., Ltd., are giving out new business for Shredded Wheat.

Harman, Featherstone & Co. are placing for the Abis Insect Killer.

J. Walter Thompson Co. have been booking forward dates for Cutex.

Wilkes Bros. & Greenwood, Ltd., have business in hand for Viyella Pennis Socks.

Dorland Agency, Ltd., have been placing Darwin's Razor Blades and further orders for Dennis Lawn Mowers, Castrol Oil, Mappin and Webb, and Butywave.

Dorland Agency, Ltd., City office, has been responsible for the advertising of the prospectus of Morris Motors (1926) Ltd., and the Company Meetings of Kali Glagah (Java) Rubber and Produce Co., Ltd., and Tremelbye (Selangor) Rubber Co., Ltd.

Havas Agency has booked space for Piver Perfumes.

S. H. Benson, Ltd., have been placing new advertising for Polar Start Electric Fan and for Hutton's of Larne.

A. J. Owen Service is handling large space advertising for Curzon Bros.

T. C. Bench, Ltd., are again booking large spaces for Elmer Shirley and D. M. Cooper.

V. Pethick Advertising has business in hand for Maggi Soups.

Art & Publicity Service is now placing for the Stuart Plaster-Pad Co.

Smith's Agency, Ltd., have been increasing space for Eiffel Tower Lemonade and placing for Chivers' Cambridge Lemonade and renewing for Beresford-Maxwell.

Lord & Thomas, Ltd., have again been booking newspaper advertising for the Durham-Duplex Razor and extending for Wrigley's Spearmint.

London Press Exchange, Ltd., have increased space for Wex Grape Saline.

Wills, Ltd., are handling business for Schweppe's Devonshire Cyder.

Harvey Bros. Agency is again placing for Jay's and Downing's Furniture.

C. F. Higham, Ltd., have commenced advertising the Macintosh Swimming Ring and are again giving out for Ever-Ready Safety Razor Blades.

E. W. Barney, Ltd., have new season's appropriation in hand for Stone's Ginger Wine.

Sheldons, Ltd. (Leeds), are handling a scheme for Headley's Soap.

Charles Birchall, Ltd. (Liverpool), have been giving out for Fletcher's Tiger Sauce.

David Allen Services, Ltd., are now handling the advertising for Wincarnis.

Barker, Drabble and Co. are issuing further instructions for Fletchers Tomato Sauce, and Foot Comfort Service Co.

Westminster Advertising Service, Ltd., are booking for Battersby and Co., hat-makers, for 1926-27.

C. Arthur Frankland Agency is giving out for Vertex Watch Co. and Berkeley Expanding Bracelet in the trade papers.

## TAKING OUT TECHNICALITIES—(Cont. from p. 118)

enough to appreciate his knowledge of his subject. Consequently, we will now confine ourselves to a statement of the technical features of the P. & R. H.T. We will analyse the battery; state what it does and how it does it; point out what it does *not*, and show how it does that."

The underlying argument—the psychology (that hard-worked word) of it, if you like—was that one can do no better than leave the technical man to his technicalities, be they but of interest.

This line of reasoning, too, determined the copy policy for stationary batteries (power station work) and for train lighting cells. Take, as an example, this copy, which was released for train lighting accumulators.

### Built to stick it

Bumped over the points : swayed and swilled on the curves : white with frost : shimmering in the heat : nobody's pigeon, except at odd intervals : fitted and forgotten—but working, by the living jingo, WORKING!

That is the Pritchett and Gold and E.P.S. Train lighting cell.

It isn't a thing which just happened : no product of somebody's bright idea : not something some-

body thought of suddenly : none of those—but the result of study of train lighting conditions for as many years as there has been electric light in trains. A thing made for the first time years ago : since then, altered here, revised there, strengthened and sturdied somewhere else ; kneaded and kneaded and kneaded with the leaven of experience : a cell, nowadays, which is built to stick it.

At any time, we shall be happy to explain what such a cell can do, and why ; also to quote prices and particulars. May we offer you the benefit of our long experience ?

Here, of course, no technical booklets were offered. The engineer will make his own technical inquiries for his specific purpose. And Messrs. Pritchett and Gold and E.P.S. Co., Ltd. (who incorporate Peto and Radford—who are P. & R.) maintain a technical staff to deal with such things.

Media, of course on the technical side, were selected upon technical grounds. In addition, however, the advertisements are appearing in the London and Provincial daily Press to link up with selling agents all over the country.



# The Advertiser's Weekly

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20/- a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



# PUNCH

IN YOUR ADVERTISEMENTS

YOUR ADVERTISEMENTS IN  
"PUNCH"

*These are the secrets of Successful Advertising*

*Orders for 1927 are now being  
arranged*

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80 Fleet Street, London, E.C.4

CUSTOMERS CARS DRIVEN BY OUR STAFF AT OWNER'S RISK ONLY.

MEMBER  
M.T.A.**HARRY WRIGHT,**MEMBER  
M.A.U.Automobile Dealer,**163 & 165, GREAT PORTLAND STREET,  
LONDON, W.**

Phone :

Any Make of Car, New or Second-hand, supplied on Deferred Terms.  
CARS BOUGHT FOR SPOT CASH. LIBERAL EXCHANGES.Following New Cars can  
be supplied from Stock:—CITROEN  
BEAN  
MORRIS  
SINGER  
WOLSELEY  
STANDARD  
A. C.  
AUSTIN  
STUDEBAKER  
TALBOT  
ESSEX  
FIAT.To The Advertisement Manager  
The Daily Telegraph  
Fleet Street, E.C.4.

Dear Sir,

I have very much pleasure in advising you  
that as a result of the "Peugeot" advertisement  
I had in the "DAILY TELEGRAPH" on June 17th, I  
made 27 sales, which speaks well for the drawing  
power of your paper.

Yours truly,

For HARRY WRIGHT



**TELL  
MORE  
SELL  
MORE**

Everything  
we do "tells."  
IMPERIAL  
ADVERTISING  
AGENCY  
(F. J. McGloin,  
Controller).  
Walter House,  
Bedford St., Strand,  
London, W.C.2.  
Phone:  
Gerrard 9237.

# The Advertiser's Weekly

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Vol. 51

FRIDAY, JULY 30, 1926

No. 686

## The Week in Advertising

Manufacturers' Session to be Held—Postmark Advertisement Facts—  
"Advertising Display" Again

WHILE the mind is absorbed with holiday ideas at the present moment, there cannot be, in the condition of trade, that general abandonment of the struggle which is possible in more easy times. And plans for the autumn must be in the building during the coming weeks. The advertising profession itself has need of plans, particularly for the revival of the Convention that had to be abandoned, or, alternatively, of that part of it which was concentrated in the Manufacturers' Session. We understand that whatever else may happen there is every intention to hold that Session, and in order that it may not be too long delayed a meeting of the Manchester authorities will be held in the next few days to arrive at a decision. There is a general feeling that it ought to be held as early in October as possible, and we trust that this will be taken into account in the coming deliberations. Circumstances over which the profession had no control have already delayed the holding of this important conference and much valuable time has been lost. If we are to throw in the full weight of advertising into the recovery of the national position there must be no more delay.

### "Stolen Space"

MR. J. C. TOOHILL draws attention, on another page, to an important development in Governmental activity in the advertising field. The passing of the Economy Act, 1926, to which we drew attention some weeks ago when it was first laid before Parliament, gives the Postmaster-General power to affix advertisements by way of postmark and to charge fees therefor. Mr. Toohill, in very forcible language, claims that the use of this power by the Post Office is equivalent

to stealing advertisement space from one firm to advertise a competitor's goods. That is to say, that all the letters posted from, say, Cadbury's offices one day might be franked with an advertisement of Van Houten's, or all the direct mail matter sent out by Gamage's defaced with an advertisement of Barker's. The point is an important one, and we publish Mr. Toohill's indictment though we do not en-

dorse his phraseology. And we give at the same time information on the matter from the General Post Office authorities. Their viewpoint is that the disadvantages of the system have been exaggerated, but it seems to us to be clear that they are far from understanding fully all the difficulties involved or the strength of the feeling that may be aroused when the system is put into operation.

### Just 4d.!

IT costs you fourpence. We must be pardoned for emphasising this point in connection with the current issue of the WEEKLY, because quite a number of people are inclined to overlook altogether the fact that our new Supplement, if it were sold separately, would rank with any shilling magazine in the country. Something for nothing is generally suspect, but "ADVERTISING DISPLAY" is a free service to our readers. The second issue is given with this number of the WEEKLY, and we believe it will be generally agreed that it is an advance on even the high standard of the first issue. It will be seen that we have met some of the constructive critics. The headlines in this issue are set throughout in one font, Nicholas Cochon. The page numbers are on the outer edge of each folio. We have restricted the use of colour—not altogether to the advantage of the issue, in our opinion. And we have presented it in a form differing entirely from the lay-out of Number One. The September issue which will be included with the WEEKLY for September 3 will again be totally different in appearance from the August issue. Our aim is to make this Supplement a well of ideas in design, typography and illustration. And it costs no reader anything to dip his bucket into this well.

### THIS WEEK'S PAPER

with

### "ADVERTISING DISPLAY"

No. 2

Date-stamped Advertisements on Letters—By J. C. Toohill

*Government's Powers Questioned and the Post Office's Reply*

An Oil Romance Campaign—By John Kelly

*New-comer Creates Demand in Difficult Market in two years*

New Goodwill with a New Carton—By Leslie Lewis

*Change of Container Need Not Mean Loss of Prestige*

Putting the Bait on a "Hook"—By Max Rittenberg

A Brand that Plucked a Business from the Burning—By Fernand A. Marteau

*A Novel Swiss Shirt Campaign*

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Club Notes and News  
Advertiser's Gazette  
Good Ideas for Advertisers  
Current Advertising  
We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.



# Date-stamped Advertisements on Letters

New Powers for the Post Office—Some Probable Effects and How to Counteract Them

By J. C. Toohill

(Author of "The Art of Advertisement Copy Writing," etc.)

**U**NDER the alluring title of the Economy Act (1926) the British trading community has recently allowed to pass into law a Bill, one section of which contains a proposal so outrageous as to be staggering in its bare-faced audacity.

By it the Postmaster-General is given plenary powers to stamp commercial advertisements on postal matter by means of date-stamping machines.

Advertising space is a valuable and tangible asset. It can be bought, sold, willed, transferred, and is subject to the usual law of contracts relating to property. If I steal your advertising space I render myself liable to a fine and imprisonment. If in addition to stealing it I use this space to advertise your competitors' goods you can sue me for whatever loss you can show you have sustained.

*Yet this is exactly what the Postmaster-General proposes to do. He is going to steal the space on your envelopes, which in the aggregate costs you many hundreds of pounds, and on it he is going to print your competitors' advertisements.*

## Unchallenged

That this pernicious Bill was allowed to pass into law unchallenged is a sad commentary on the lethargy of what is supposed to be a wide-awake profession. That it is economically unsound and wrong in principle cannot be denied. That anybody connected with the advertising profession should afford it support is unthinkable.

Are the advertising agents going to take this lying down? Can they contemplate with equanimity the thought of their correspondence to their clients bearing the imprint of a rival house?

What say the newspapers to this unfair competition? For the Government can, if they wish, sell this space very cheaply.

As the actual advertiser only foots the bill the Government will not bother about his opinion; still, what does he think of the Government's proposal to use his hard-earned money to advertise his competitors' goods?

And what of the mail-order firms? Their literature is their salesman, and to send the salesman to a prospect with a card hanging round his neck advertising a rival firm's product is an act which nobody but a madman or a civil servant would contemplate.

The only way this can be avoided is for the firm to buy a franking machine and frank its own letters. But a franked letter does not get the same attention from the prospect as a

stamped letter. Time and time again it has been proved in all classes of mailing shots that the franked letter pulls from 10 to 20 per cent. less business than a similar stamped letter. So the mail-order firm is in the unhappy predicament of having either to risk the postal authorities nullifying its sales message or else lose 10 per cent. or more of its business.

As the Economy Act (1926) is now on the statute book it cannot be repealed except by another Act of Parliament. And any business man who anticipates such an event is an incorrigible optimist.

But it has been said that there never was an Act of Parliament through which a horse and cart could not be driven. This, I believe, holds good of the above Act. While it gives to the Postmaster-General the power to stamp advertisements on postal matter it does not decree that the owner of the package shall leave the space vacant for the Postmaster-General's commercial vandalism.

The drafters of the Bill evidently did not deem this necessary because they considered that it was covered by the Inland Post Warrant of 1923, which provides that:—

"There shall not be posted, or conveyed, or delivered by post any postal packet . . . having thereon or on the cover thereof any words, marks or designs of a character likely, in the opinion of the Postmaster-General, to embarrass the Officers of the Post Office in dealing with the packet in the post."

In the *Post Office Guide* the Post-

master-General defines these "Embarrassing Postal Packets" as:—

"A packet having anything printed or otherwise impressed upon or attached to the address side which, either by tending to prevent the easy and quick reading of the address or by inconvenient proximity to the postage stamps, or in any other way, is likely to impede the officers of the Post Office in dealing with it. Cards, envelopes, labels and wrappers are, however, admitted if the writing or printing is confined to the left-hand half of the address side, the right-hand side being reserved exclusively for the postage stamps and the address."

It will be observed that the Postmaster-General derives his authority to refuse embarrassing packages solely from the Inland Post Warrant, and his arbitrary ruling that the printing must be confined to the left-hand side of the envelope or wrapper holds good in law.

## Nullified

*But as soon as he prints an advertisement on the right-hand side of the packet, above the address, he nullifies his own objection that such printing embarrasses the Officers of the Post Office and he has no legal grounds for refusing to accept and deliver postal packets similarly printed by the sender.*

Here, then, is a method of curbing or at any rate of rendering innocuous, this unwarranted attack by the Government on the business community. If every commercial firm has its slogan or other words printed on its envelopes, wrappers and labels on the space where the Postmaster-General proposes to stamp his advertisements, such advertisements would be illegible.

Before this is done, however, definitely to settle the legal aspect, a test case should be made. In the interests of advertisers as a whole, I think the I.S.B.A. or some other representative advertising body should take the matter up.

## The Official View

**M**R. FORBES, of the General Post Office, was interviewed by a WEEKLY representative on Monday morning with regard to the stamping of advertisements on postal matter. It was pointed out to him that a firm's correspondence might reach the consignee stamped with the advertisement of a rival company.

"I think that difficulty has been rather exaggerated," he said. "In any case, the advertisement contracts will be let 'by office' and not 'by machine.' That is to say, if a firm applies for its advertisements to be stamped on all letters going out from a certain post office, there will be no objection to this. Thus, a firm can have all postal matter which goes out

from the post office at which its correspondence is normally posted stamped with its own advertisements.

"Most big firms—those who would be most likely to make use of this advertising medium—post their correspondence at one nearby post office. If they apply for, and obtain, the use of the machines in this particular office, no other firm's advertisements can be used on their postal matter.

"As a rule, only letters and post-cards will be stamped with advertisements, that is to say, only those postal packets which will go through the particular machines. No parcels, bulky or irregular packets can be stamped by machine; hand-stamping is adopted in these cases, and adver-

(Continued on page 166)

# A Romance of Oil

How a National Demand Has Been Created in Two Years for a New-comer in a Difficult Market—Hard Hitting Without "Knocking"

By John Kerry

**W**HEN an American syndicate offered Mr. Jack Parker £45,000 for the oil formula that he evolved some two years ago, the wisecracks must have urged him to accept, on the principle that a bird in the hand is worth two in the bush. Especially when the bush is so thorny a proposition as the oil market.

Mr. Parker, however, had confidence in his produce and believed that a sane selling policy would win for it a place, so with a comparatively small band of enthusiastic supporters he launched a bold sales campaign into the face of what must have seemed overwhelming competition.

The selling plan was a simple one: "We have got something good. Tell the dealers and the public all about it and let them judge whether it is worth buying." All advertising matter and selling talk has proceeded upon these straightforward lines.

"Stunts," thrills, and frills have been studiously avoided in introducing the product. And once again the simple plan has won sales where the purely spectacular could have won little more than a passing interest.

## The Building-up

In two years a national demand has been built up for this new oil, christened Parker's "Luberine." The company—Parker's Oil Company, Ltd., of Shipley, Yorks—has gained over 7,000 trade customers, of whom more than 5,000 are garage and filling station proprietors and 2,000 are big industrial concerns. Five bulk storage depots have been erected in different parts of Great Britain—at Wallington, Surrey (for London), Edinburgh, Manchester, Birmingham and Swansea—each one with a capacity of 5,000 gallons, and so organised as to facilitate a quick delivery to any part. And the output of the factory last year exceeded that of most of the firm's older competitors.

Yet the difficulties that have had to be overcome were such as would have tempted most men to accept that £45,000 with gratitude. The chief trouble with a new oil is that nobody really wants it—and only a very, very few select souls even want to try it. If you buy a new soap and you do not like it you can drop it. If you are thinking of buying a new car you can try out your choice before finally deciding. But if you invest in a new kind of oil and it does not suit your engine or machine you stand a very good chance of spoiling that machine.

Take the case of the motor market, which has been attacked with particular success by the manufacturers

One of the full-page advertisements with (inset on the left) the front cover of a folder

of "Luberine." All old motorists are already using some brand of oil, perhaps recommended by the makers of their car, and have possibly used the same oil throughout their motoring career. Even if the new oil appeals to their interest, it is a messy business to make a change-over. For the conscientious motorist will thoroughly clean the old oil out of his engine and gear-box before introducing the new. He will not add one to the other in the care-free way that is permissible in trying out, say, a different brand of petrol. Strongest sales-resistance of all is the thought: "The old 'bus is going well. Why should I experiment?"

The new motorist is, naturally, even more chary of anything in the nature of "ris'ky" experiments.

Advertising to combat these powerful resistances had to be of maximum strength. Having succeeded, it is worthy of study.

In character the "Luberine" advertising is conservative, sometimes almost old-fashioned. Eight out of ten agency executives would reject much of it. "Too heavy. Too much copy. Headlines trite." At a rough guess, their criticism would run on those lines.

There is nothing aggressive in the advertising—except the claims it makes. In type that is very small for modern daily and even technical paper advertising, and in quite considerable detail, the manufacturers set forth what they themselves call their "remarkable claims." The most sceptical reader cannot complain, however, about what is said about the product, for the manufacturers make

it clear that they stand behind every word and only ask for a fair hearing. They are frankly out to "draw" him, whether he be an old or a new motorist.

Above all, the manufacturers have managed, without the exercise of any particular technical advertising skill, to infuse some of their own obvious enthusiasm for their product into every line of the copy. It is not the first time that this has happened, incidentally. There is a challenge to the motorist's experience in every sentence, and the success of the campaign is sufficient evidence that the challenge has evoked replies.

To the man who responds to the hard-hitting—but not "knocking"—Press advertising, is sent a further deluge of facts, hard facts. No elaborate brochures nor costly folders figure in this fact-full campaign. The folders are of the plainest variety, but well printed in black and red on good quality well-calendered paper, and the main one starts right off without any preliminaries with "Copy of Certified Analytical Report." Four of its eight fold-over pages contain charts.

## Vigorous Captions

Another folder carries across three folded pages, in bold red script, a phrase that might be taken as the keynote of the campaign: "Assertions are not proofs, but we can prove all our claims!" Such vigorous captions are a welcome change from much of the affected tongue-tripping language that has unfortunately become fashionable among certain sections of advertising. Maybe it is a return to first principles, as is the "Luberine" slogan: "The World's Wonder Oil!" An entirely weak phrase in itself—but excessively provoking!

As has already been said, and as may be judged from the tenour of the advertising, the personal selling policy behind "Luberine" is to go straight out to sell it on its merits, giving comparative tests but without endeavouring to run down competitive products. The company has made it quite clear, however, both to the trade and the public, that in cases where representatives of competitive oils are heard to discredit their products they intended to publish actual tests of "Luberine" against other oils. This is the procedure usually observed in selling newspaper space, where "knocking" is happily very rare. If all sales managers made similar decisive announcements it is probable that a good deal of the surreptitious "talking down" that is encountered in some trades would be stopped.

## Thorny Points in Postal Publicity

## Putting the Bait on a "Hook"

By Max Rittenberg

ONE doesn't go fishing with merely a piece of bait tied on to a line. One hides a hook inside the bait.

With this thought translated into more genteel language, the experienced postal advertiser tries to do the same thing. He knows that a "Free Offer" is not sufficient in itself to produce orders; he is averse to free sampling unless there is some strong motive for the receiver to order; and he must protect himself against the chronic free sampler who will "go off with the bait," blithe and care-free.

Here are ways in which it has been, and is being, done:—

1.—"Will you accept this Cabinet of Cigars Free of Charge?"

The above words, or variations of them, have been used again and again by a well-known London postal mail-order firm. They have usually proved attractive bait. But a "hook" is always concealed in the offer.

This firm has tried, and proved, that it is not profitable to offer merely a few sample cigars, or cigarettes, or a small packet of a couple of pipefuls of tobacco. They are taken casually; smoked indifferently; and regarded as carrying no obligation.

The firm has tried, and proved, that it pays far better to offer a whole "cabinet" of assorted cigars, containing at least a dozen. This represents, in the eyes of the smoker, bulk, value, obligation.

The "free offer" is accordingly wrapped around the following, or some variation of it:—

A.—Smoke the whole of the cabinet of assorted cigars.

B.—Then order 100 of the cigar you like best. When you order 100, the debit against you for the cabinet will be cancelled. Thus, you receive that cabinet completely free of charge.

C.—If you are not inclined to order 100, you are asked to pay only a sum sufficient to cover the cost price of the cigars, packing and postage.

Now, if the number of men who smoke a whole range of assorted cigars, and do not then order 100, were a large percentage, the mailing shot would be a costly failure. There is no profit in the nominal sum charged for the assortment. A profit can only be made if the prospect orders, and becomes eventually a regular customer. But the percentage of "fade-aways" is in practice quite a small one.

The man is anxious to save his 5s. or so of "free offer." He feels a decided *inducement* to order. The "hook" brings him to land.

SEVEN  
WAYS OF GETTING  
ORDERS  
BY MEANS OF  
FREE GOODS  
OR  
FREE SERVICE

2.—"Try these Cigarettes at our Expense."

Another London firm of excellent reputation has used this phrase when putting a new cigarette on the market by mail-order.

The offer is a box of 100 (not less); smoke as many as you feel inclined to for a fair test. If you like them, keep the box of 100 (which you have already paid for in advance). If you do not like them, return the rest of the box to us; we will make no charge for the cigarettes you have smoked, and will return in full the money you paid for the box. You will have smoked your samples at our expense.

Now, where is the "hook" in this? There is apparently no inducement to order. Yet, really, *there is*. See it clearly by contrasting the above method with the alternative of sending the man a small packet of six cigarettes for the free trial.

In the latter case, he smokes them; decides not to buy; and has neither trouble nor expense in sending the rest of the box back to the firm.

But if he has to send the box back, the postage is 3d. He has to pack up the box and post it; usually he feels bound to write a covering note explaining why he does not like these particular cigarettes; and, in any case, he has to write and ask for his money back.

This is at least a shilling's worth of any man's time and out-of-pocket.

Sending back the box means paying 1s. for the half-dozen cigarettes he has smoked.

Very few men do it.

3.—"Let us advise on your individual needs."

Where no "free offer of goods" can be made, a "free offer of service" is a line of thought capable of being used in many directions of trade.

Here is the end paragraph of a postal shot sent out by a well-known Bond Street beauty firm:—

"If you would like any help in the choice of these finishing touches, and will let me know your colouring, I shall be only too pleased to suggest the powder and perfume most becoming to you."

A facsimile letter firm ends one of its sales letters on a similar line of thought:—

"Tell us your problem, and we will gladly, and without charge, indicate how and why facsimile letters would bring you profitable business quickly and cheaply."

4.—"Here is a cash warrant for you."

This form of hook has been used again and again, but it is by no means worn out!

The prospect has a document placed in his hands which really looks like 5s. (or whatever the amount may be). It is much more impressive than a "5s. discount" offered only in words.

In order to turn the cash warrant into an actual 5s., he must order. If he fails to order, he is (mentally) tearing up five shillings' worth of money.

5.—"This offer is restricted to one firm in any one line of trade."

A large firm of printers, with a widespread reputation, ends off a sales letter in the following way:

"Even the most successful business could do better by adopting a very simple plan, of which we shall be happy to send you particulars."

"Only one House in any particular trade or industry can participate in this scheme for a period of six months. Why not be the one in your particular branch?"

6.—"This offer is restricted to men of certain measurements."

A tailor manages to get away from the hackneyed appeal by using this form of offer in a November form letter:—

"The clothes are right up to our usual 8 or 9 guinea standard, but being remnants from longer lengths, we are anxious to clear them out before stocktaking."

"They are limited to men 36 chest and 31 leg, but your measurements have been looked up, and there is a large number of different designs which will suit you."

7.—"This offer is preferential to customers before strangers."

"It is our belief," writes a famous departmental store to its credit customers, "that you have always appreciated advance information concerning our periodical sales of —."

"This merchandise will be available for a private view on Friday or Saturday this week, if you would like to see and reserve any of the goods before they are publicly advertised."

An excellent form of hook!



# Building a New Goodwill on a New Carton

## How Manufacturers Handicap Their Trade by Using Designs Their Fathers Bought

By Leslie Lewis

**F**IRST, let me tell you a story. A certain manufacturer was approached by an intelligent firm of printers who urged him to change the design of his cartons. The manufacturer thought that possibly there might be something in the suggestion, so he called his salesmen into his office and showed them the proposed new designs. They said the public would not look at them. So the manufacturer told his printers that the old carton designs would remain.

The printers were not discouraged. They said, "Take two shops in the same town. In the one offer your goods in the new cartons, and in the other offer your old cartons." This the manufacturer did. In three days, the new cartons were sold out and the old ones still retained their practically solid phalanx on the shelves.

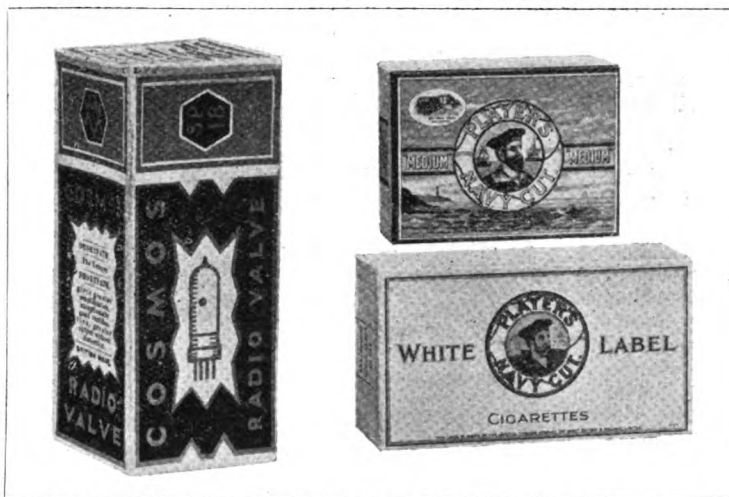
The moral of the story is obvious.

### Fear of Loss

Manufacturers who have created goodwill with a certain carton are loath to make any change for fear of losing that same goodwill. This is particularly the case in England and, in a lesser degree, in America, where certain firms of foodstuff manufacturers have placed on the market new types of cartons for packing up picnic lunches and so on.

How long is the manufacturer to be wedded to—and perchance handicapped by—his old cartons? And would it not be possible to build up a new goodwill from a new carton? These are the two questions to be considered.

Many of the old-established cartons on the market at present were produced when British designing was probably at its worst. When they were first designed they may have been attractive, for there is usually something attractive in something new. But these same cartons are no longer new and they are certainly no longer attractive. Surely, the carton which appealed to the Victorian cannot have the same appeal for his twentieth century brother?



Showing the striking carton which is a "poster in miniature"; and the effect obtained by simplification, cutting out the background and making the design bolder

How should the carton be changed?

There are two distinct ways. First, the design may be changed gradually. This can be done by simplification. The scrolls and "squiggles" which adorn many of the 1870-1890 carton covers could be eliminated, the main design could become bolder, and in the course of this evolution the carton would take upon itself a new dress and one infinitely more appropriate to the present day.

Secondly, the carton design could be changed completely, without any gradual simplification. Lux recently gave us an excellent example of such a change. When the new carton appears, the Press advertising should be linked up with it. The prospect could be approached in some such manner as this: "We know that our product is excellent. You have proved that you agree with us, for you have been buying it for years. But we have come to the conclusion that the carton does not do it justice. We have gradually improved our product until it is perfect. Since we first started making it we have not changed the package. Now we think you will agree that it is time we made the carton as attractive as the product undoubtedly is."

Some such appeal as that would not only retain the goodwill but would make the shopper keep an eye open for "this new package we have heard so much about," and build an entirely new goodwill. The carton itself should

link up the idea and introduce itself to its old friends in new clothing.

What are the qualifications of a good carton?

First, it should be simple in technique. It should be bold enough to be seen at a distance so that it will attract the prospect when shown in the shop window or on the top shelf of a shop. It should be something like a miniature poster, printed in flat colours.

After all, it is in the shop that the choice is made. The customer who sets out to buy something she has not bought before is confused when she enters the shop. She has been told in advertisements to buy Brown's brand and Smith's brand and Jones's brand. The carton that is not attractive may easily decide her final choice. It is worth working for that last-moment decision. A design that is muddled and finicky and cannot be seen clearly at a distance is not likely to be chosen.

### Two Types

It must be remembered that there are two types of carton. There is the carton that is kept, such as is used for scents, face powders and all toilet requisites, and there is the carton which merely acts as a selling device and is discarded immediately after it is opened. The former should be essentially handsome and tasteful, while the latter should be striking and, as I have said before, like a miniature poster to attract attention instantaneously.

The choice of a new carton design must be founded on a mixture of two indispensable ingredients—prudence and adventure. Unless something is risked nothing will be gained, and there is little doubt that the risk of introducing a new carton is far less than is sometimes imagined.

*The above article should have appeared in the accompanying issue of "ADVERTISING DISPLAY," but was, unfortunately, crowded out.*

# A Brand That Plucked a Business from the Burning

Swiss Shirt Makers' Success with Modern Methods—A Campaign that Kept to Simplicity

By Fernand A. Marteau

**T**HERE is an ever-increasing tendency for the branding of all kinds of goods—and the concentration on the production of a few standard models.

The smaller countries are not escaping the general rule, and there is decided interest in the story of the change-over of a Swiss shirt-maker from the nondescript "made to order" production to a very much enlarged branded manufacture.

For a considerable number of years, Otto Kauf, of Wangen (near Olten), had been making shirts according to the orders brought in by hard-worked travellers. No advertising was ever indulged in, but a simple trade-mark had been adopted. The turnover had increased steadily, the product was good and of a legitimate price. Then suddenly the growth stopped.

On close examination it was found that sales resistance had increased, and Mr. Kauf realised that something had to be done to counteract the efforts of the "Durable" and "Resisto" shirts, to mention only two of the newer competitive lines in the market.

He consulted Mr. Henri Tannet, of *Publicitas*, of whom the *WEEKLY* has already spoken, when relating the "birth" of a Swiss advertising personality, "Freddy." \*

Mr. Tannet soon came to the conclusion that a trade-mark was all very well for steel or brick, but that it was the branded name which alone

\* See "Freddy" of Geneva. *AD. WEEKLY*, Nov. 27, 1925 (p. 325).

could claim to be a modern brain reminder—while advertising should popularise the name in question.

The name chosen was English "Verywell"—easily pronounced by



Two of the advertisements that sold the brand

German or French or Italian-speaking Swiss.

This gave, first of all, a British "cachet" to the goods. If Britain is reputed for anything abroad, it is its shirt-making industry—"Faire venir son linge de Londres" is equal to the very last word for smartness.

Then, again, English or Latin branded names, are the only safe ones in a country with three languages as Switzerland has. A German name would endanger the possibilities in the Swiss Romande; the use of French or Italian offers similar difficulties in German Switzerland.

With the adoption of a name, the firm of Otto Kauf sent out its travellers with specimens of the advertising that was about to appear, to be shown to shirt shops and drapers in the course of the search for orders. Although this is done over here as a matter of routine, it was a novel departure in Swiss marketing to give specimens of the advertisements to the travellers.

The result was the booking of orders to such an extent that manufacturing was hard driven to supply the retailers, and the campaign had to be delayed a few weeks to enable the overwhelming demand to be satisfied.

I want to point out immediately that this demand was justified and that the increased sale is even now being maintained.

The policy behind the advertising was as follows: the manufacturer got out the advertising, provided the blocks and arranged for insertions in every town where retailers stocked the goods. The names of these retailers were added to the advertisement, in a list at the bottom of the lay-out.

It will be seen that the policy adopted was a careful, "reasonable" size announcement, and not the half or full page mass attack. It can be safely said that in the great majority of cases, initial campaigns which are too heavy and too showy are not, in Switzerland, as psychologically sound in the long run as the slower method.

Just one last remark as to the appearance of the announcements. The six advertisements are illustrated in a manner particularly suitable for reproduction on rough surface paper. They are simple and to the point—attempting to sell shirts and not to make a pretty picture of a matinee idol. The arrow gives the name in clearly legible type and leads the reader's attention to the article advertised.

**IF IT WILL SELL IN ENGLAND it will sell in Holland.**

**Dutch tastes and requirements are similar to our own. Freight charges are low. Import duties are negligible.**

**To establish your goods in Holland is no difficult matter. Let us tell you why.**

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY,**

**9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2**

Manager—G. D. YOUNG.

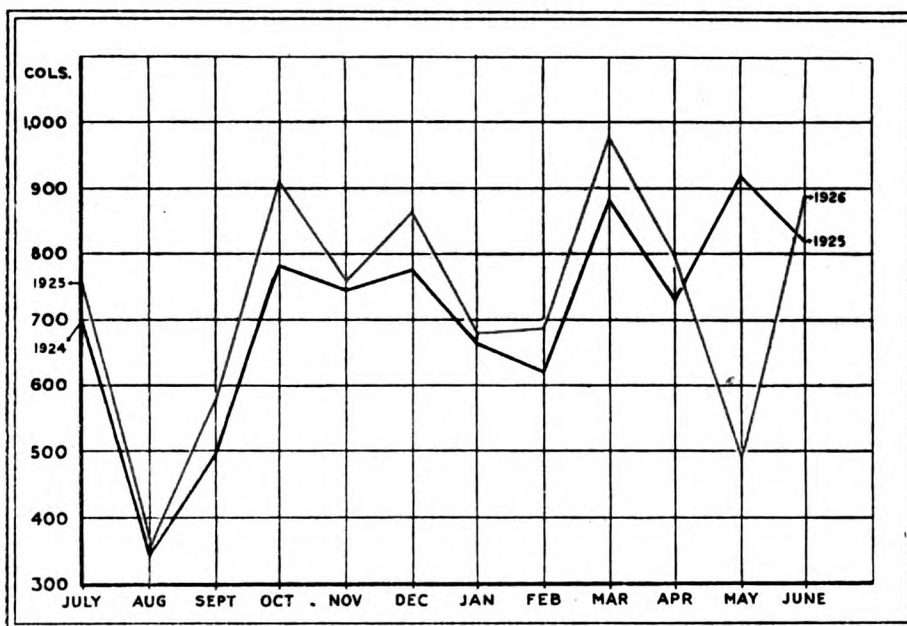
'Phone: Holborn 5628.

Telegrams: "Egyptadco."

(Solely Publishers' Representatives—Not Advertising Agents.)

# THE POWER OF *The Times* IN ADVERTISING IS GREAT AND STILL INCREASING

The graph shows the volume of display advertising carried by "The Times" in the financial years 1924-5 and 1925-6



— YEAR 1924-25.

— YEAR 1925-26.

¶ The considerable fall in May, 1926, was due to the General Strike.

THE ADVERTISEMENT MANAGER,  
PRINTING HOUSE SQUARE,  
LONDON, E.C.4



# Ad. News in Brief

Interesting Changes and New Advertisements — Bigger Blackpool Appropriation—Americanised Copy

## Mr. Garrett Dead

Mr. Thos. Wm. Garrett, governing director of Osborne, Garrett and Co., Ltd., proprietors of the *Hairdressers' Weekly Journal*, died on Sunday, July 25, after a short illness. He was in his eightieth year.

## A Change of Address

Mr. W. Sydney Smith, advertisement contractor, late of Leadenhall Street, is moving, on August 9, to Walter House, 52, Bedford Street, Strand, W.C.2, and his new telephone number will be Gerrard 7524.

## Stock Exchange Ad. Criticised

The *Financial Times* last week criticised the London Stock Exchange advertisement of the previous day, stating that members were not allowed to advertise, on the grounds that it was "shrinking and insignificant," in too small type and badly displayed. This advertisement was compared with another in the same issue of the paper, inserted by the Provincial Brokers Stock Exchange.

## Mr. F. B. Smith Entertained

Mr. Thomas McDougall gave a luncheon at the Holborn Restaurant last week to meet Mr. Fred B. Smith, the inspirational speaker at the Atlantic City and Wembley Conventions, who has been visiting England. Among those present were: Mr. S. Milliken, Mr. M. J. Clifford, Mr. Percy Watson, Mr. Horace Imber, Mr. F. W. Goodenough, Mr. C. Akerman, Mr. Geo. Kingsley, Sir Chas. Higham, Col. E. F. Lawson, Mr. T. B. Lawrence, Mr. W. S. Crawford, Mr. Sydney Walton, Mr. E. J. Robertson, Mr. Wareham-Smith, and Mr. Norman Bower.

## Disfiguring Advertisements

More complaints of the spoiling of beauty spots by advertisements came before the L.C.C. meeting last week. Mr. W. Ray stated that the Committee had during past years been doing their best to draft regulations which would not outrage the feelings of the commercial section and would meet with the approval of the Public Departments concerned. A compromise had been reached which did not tie the hands of the Council for the future, when definite by-laws could be drafted and adopted. The report dealing with advertisements as they affected public parks was adopted.

## A Foreign Flavour

A little while ago Mr. Wrigley, of chewing-gum fame, admitted that his first campaign in England was a failure because the advertisements were written in American and not in English. An example appeared this week, in which the Del Monte tinned fruits were advertised in American. The headline read "Because you can't see what's inside of a can—you must know the worth of the label." The word "can" is not used in the sense of a "tin" in Britain, and "inside of a can" as a phrase is quite foreign to our ears. Consequently, the whole advertisement has an outlandish sound for the people at whom it is aimed. If it is meant as a counterblast to the "Buy British Goods" campaign, well and good. But is it?

## An Acknowledgment

The article "Balance in Advertising Design," by Mr. W. Livingstone Larned, on page 50 of "ADVERTISING DISPLAY" presented with this week's issue is reprinted, by permission, from *Printers Ink Monthly*.

## TALKED OF THIS WEEK

The New  
**STATE EXPRESS CIGARETTE**  
maintaining the State Express tradition of quality

*yet sold at ten for sixpence!*

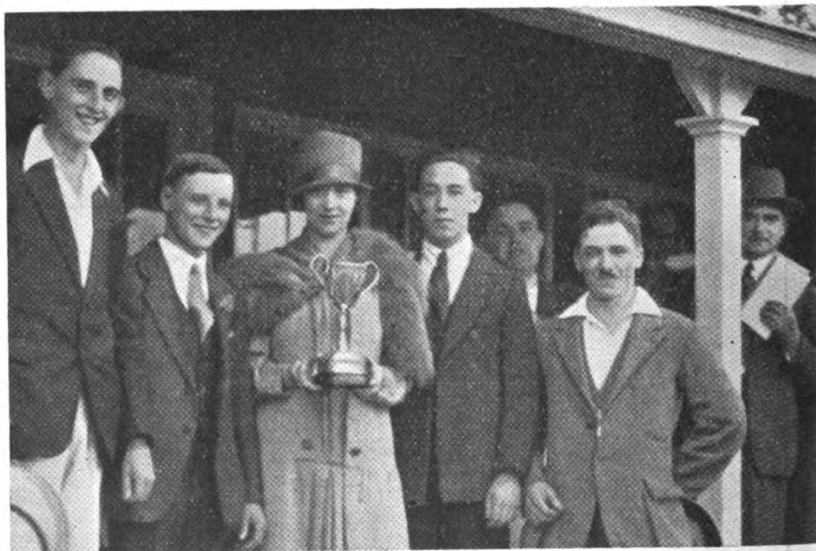
**STATE EXPRESS**  
**333**  
10/6 20/1

In Great Britain the State Express Cigarette has been produced in accordance with the highest standards of quality. It is a member of a group of cigarettes which have been awarded the highest honours by the Royal Warrant. The State Express Cigarette is a member of a group of cigarettes which have been awarded the highest honours by the Royal Warrant. The State Express Cigarette is a member of a group of cigarettes which have been awarded the highest honours by the Royal Warrant.

The launching of the new State Express.

## Clever Test Match Copy

Craven A had a clever advertisement in the *Daily Mail* on Wednesday. At the top, in four squares, were given the results of the four test matches—a draw in each case. Underneath ran the legend—"Like the results of the test matches, THEY NEVER VARY." Needless to say, substitute copy was all ready set for fear the test match on the previous day had not ended in a draw.



Mrs. Reeves presenting prizes at the opening of the new "Daily Telegraph" sports ground

## Rate Cards Wanted

A. N. Holden and Co., Grosvenor Buildings, Steelhouse Lane, Birmingham, ask for rate cards and voucher copies from the wireless journals.

## Blackpool to Spend More

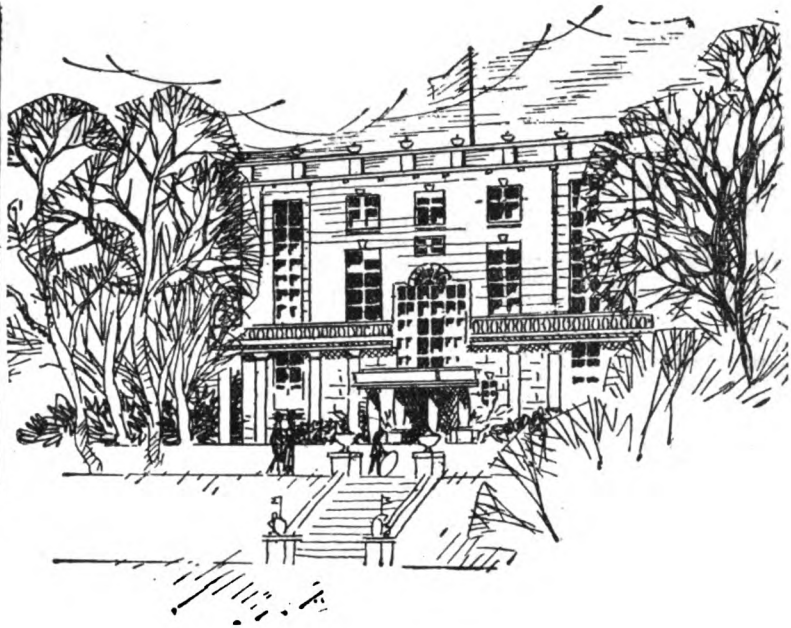
Blackpool Advertising Committee have decided to spend more money than ever before in advertising the autumn season, when the great feature will be the illuminations. Mr. W. Foster, the advertising manager, says he considers Press advertising to be the best way of getting at the masses. From the middle of June to the middle of this month he has had an increase of 66 per cent. in the applications for guide books, and this he puts down entirely to Press advertising. The money which Blackpool saved in advertising through the General Strike will be allocated to the autumn boom.

## Bogus Advertisement Canvasser

Describing him as a "perfect pest" to honest business men, Sheriff Boswell, at Perth last week, sentenced David M'Ewan to five months' imprisonment for fraud. M'Ewan pleaded guilty to 29 charges of fraud, involving a sum of nearly £70. He pretended to shopkeepers in Aberdeenshire, Fifeshire and Perthshire that he was a canvasser for advertisements in 'buses and time-tables, and induced them to pay him money, which he appropriated to his own use. The Fiscal said M'Ewan was a very clever rogue and had been under observation since 1924. The reason why he got so much money before the advertisements appeared was because he allowed a discount for cash.

## Good Work by N.A.B.S.

Seventy-four cases of distress have been dealt with by the Council of the N.A.B.S. during the past six months. Grants were made in all instances, with the exception of one, which was ineligible. Among these cases were 97 adults and 60 children, in addition to the 16 pensioners on the books, and the 14 children who are being maintained and educated at schools. Grants are also being made to three other children who are living at home. Another election for pensioners takes place in October. It may be added that the Samson Clark sports meeting resulted in the sum of £36 0s. 1d. being added to the society's funds.



## ies of the *everywhere*

well-to-do; free spenders; want the comforts and the 'extras' of life—the things 'a little bit better.' However leisurely their Sunday, they have at least one appointment. It is with that cheery, literary journal, the *Sunday Chronicle*. Why not make it a business appointment? *They* won't mind—it is always such a very pleasant interview, and they are not in a denying vein on Sunday



# hronicle

*of the Well-to-do*



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Printing Trade Custom

SIR,—My attention has been drawn to a report in your issue of July 23 where a firm of printers were not allowed to charge for a delivery of colour printed matter 10 per cent. in excess of the amount ordered, the Judge stating that he was not satisfied there was any custom in the printing trade that permitted a printer to print 10 per cent. more or less of the quantity ordered.

It is unfortunate that the Standard Conditions recognised by the Federation of Master Printers of Great Britain and Ireland were not submitted as evidence. Clause 6 of these Conditions states:—

Every endeavour will be made to deliver the correct quantity ordered, but owing to the difficulty of producing exact quantities, estimates are conditional upon a margin of 5 per cent. (in colour work 10 per cent.) being allowed for overs or shortage, the same to be charged for, or deducted, pro rata.

A. E. GOODWIN,

Secretary,

The Federation of Master Printers and Allied Trades.

## Worthless "Write-Ups"

SIR,—I am glad to see that the I.S.B.A. are again calling attention to the practice of certain obscure and mushroom journals to lure unsuspecting advertisers into accepting worthless "write-ups," ostensibly "free"—but very costly in the end.

I have had three such cases in hand recently, and in each case have managed to extricate the advertiser, having been able to deal with the matter in time.

Advertising agents are well acquainted with these ramps, and if advertisers would refer all such matters to a responsible agent they would be saved much loss in time, trouble and money.

There are quite a number of these journals operating at present, and I suggest that the Vigilance Committee should give the matter serious consideration.

ROY HARDY,

Managing Director,  
Roy Hardy, Limited.

## Cost of Reply

Mr. M. Poyser, advertisement manager of the *Daily Herald*, writes to inform the WEEKLY that in a letter from Messrs. J. S. Fry & Sons, Ltd., Bristol (similar to that addressed to the *Hull Daily Mail* published in these columns last week), the cost per reply to the advertisement of Fry's Family Gift Box in the *Daily Herald* was 2s. 4d.

## The Copywriter's Job

SIR,—Your contributor, Mr. G. V. Steer, is right. Let the copywriter stick to his job. And let the world of advertising begin to realise how vitally important that job really is!

Mr. Steer writes from the point of view of the typographer. I second his motion from the point of view of the copy specialist. You must have the story before you can decide which pretty type or other to set it in.

I notice on another page your review of

Mr. Herbert N. Casson's new book in which it is predicted that in 1930 the best copywriter in England will have as great an income as the best lawyer.

The day will come. But I doubt if it will come in four short years. So very far short of proper recognition does copy obtain to-day when the means, i.e., display, is so often piously exalted to an end.

An advertisement manager, who would never dream of taking a pencil to alter a stroke in a sketch, will take a pen and blunder about among the nicely adjusted balances of a good piece of copy. Words, words, just words. Any word will do. And likely as not the very word he alters or removes is the key word of them all,

the magic word, the potent word." What one man of knowledge, judgment and instinct has laboured to build, another ignorant fool will, through personal prejudice or mere cussedness, carelessly destroy.

The day of the copy specialist, of the man who not only knows his job, but can demand and get his fair price, is surely coming—but how pitifully slow!

JON D'ESTERE.

## From Benedict

SIR,—May I make use of your columns to express my thanks for the appreciation of the many expressions of good will which I received on the occasion of my recent marriage.

In view of the fact that I have been away, I have not yet been able to reply to all of these personally, and although I naturally intend to do so at the earliest possible moment, I would like, in the meantime, to convey my thanks to all my friends, through your columns.

LEN TURNER.

# British Billposters' Tour

To Study Poster Methods in the United States  
(From Our Southampton Correspondent)

AMONG the passengers who sailed for New York last Thursday by the White Star liner *Olympic* were Colonel J. Crooks Grime, President of the Lancashire and Adjacent Counties Billposting Association, Mr. C. W. Gardner, President of the London Billposting Association, and Mr. John Hill, President of the Southern and Western Counties Billposting Association.

They expect to be away about six weeks and Mr. Grimes told me that he and his friends proposed to make a study of American methods of advertising.

"We had some big American advertisers in this country not long ago," he said, "and they tried to find out something about our methods. I won't say that we had anything to teach them, but no harm—possibly much good—can be done by an interchange of views. We have a high opinion of American methods of advertising, and we are now going to the States to see what we can learn from

American methods. Of course, we have our difficulties in this country, which are peculiar to us and which do not confront the American, but we may be able to pick up a tip or two."

## Welsh Billposters meet

The 15th annual meeting of the Welsh Billposters' Association was held at Merthyr Constitutional Club on Tuesday, with the president, Mr. Percy Frowen, Abertillery, in the chair. The following were elected officers for the ensuing year: President, Mr. W. M. Macdonald; vice-president, Mr. J. F. Carver; hon. treasurer, Coun. D. T. Schofield; auditor, Mr. J. L. de Rees; and the secretary was unanimously re-elected. At a subsequent luncheon, Mr. T. E. Lewis, on behalf of the association, presented Mr. Percy Frowen, the retiring president, with a token of appreciation in the shape of a fruit-stand and pair of plaques.

# Advertising Indian Tea

Big Campaigns in India, America and France

THE annual report of the Indian Tea Association, issued this week, states that, at the half-yearly meeting of the Tea Cess Committee in February, allotments were made for 1926-27 of Rs4½ lakhs on advertising Indian tea in India; £10,000 on advertising in France; and on advertising in the United States of America—general advertising £35,000, on a Commissioner and expenses £6,000, and on the Philadelphia Exhibition, £7,500.

The Executive Committee is also empowered to increase the allotment for advertising in France by a sum not exceeding £5,000, and the allotment for propaganda in America by a sum not exceeding £5,000.

In view of the large sum being expended in the United States, it was considered very desirable both in London and Calcutta that the chairman should

visit America in order to report generally on the advertising campaign, and also to find out the opinion of the firms engaged in the tea trade as to the advisability of appointing a Commissioner. His report is now before the Indian Tea Cess Committee.

In order to make the exhibit at the Philadelphia Exhibition thoroughly successful a further sum of £3,000 has been transferred from the allotment made for a commissioner. The committee has succeeded in obtaining one of the finest sites in the exhibition.

During the year under review the campaign in France has been continued on the lines referred to in previous reports. Work has now been commenced in the Lyons district and a branch office for the control of this work was opened in Lyons in January.



## ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes  
and Reports of Interest to  
the Advertiser

### LEGAL NEWS

In the Mayor's and City of London Court, before Mr. Registrar Dell, on July 22, a claim was made by Ward Lock and Co., Ltd., publishers, against E. Blair, Waverley Private Hotel, Eastbourne, for £3 for an advertisement inserted in one of the plaintiffs' publications. Mr. W. Richards, a traveller of the plaintiffs', said he called at the hotel and saw the lady in charge, the proprietress being ill at the time. Afterwards the lady told him (witness) that the defendant had authorised her to sign the order form for the advertisement.

The Registrar (to witness): Can you understand why the defendant should write to the Court as follows:—"The witness, or servant, was responsible for the account by signing the paper without my authority."

The witness said he could not understand that, because the person signing did not appear to be a servant, but was in charge of the place.

There was no appearance on behalf of the defendant, and judgment was entered for the plaintiffs for the amount claimed.

### VOLUNTARY LIQUIDATIONS

(NOTE.—Voluntary liquidations, may, in some instances, refer to companies in course of reconstruction.)

**Standard Agency, Ltd.**—Resolved, July 10, that the company be wound up voluntarily, and that Mr. R. Davies, accountant, 58, Hammersmith Road, W.14, be appointed liquidator. Claims to liquidator by July 31.

**England and Co., Ltd.**—Resolved July 16, that the company be wound up voluntarily, and that Mr. J. B. Reeves, 23, Queen Victoria Street, E.C., be appointed liquidator. Meeting of creditors at offices of W. B. Keen and Co., 23, Queen Victoria Street, E.C., on July 30, at noon. This notice is purely formal, and is given to comply with the Companies (Consolidation) Act, 1908, as all creditors will be paid in full, the liquidation being solely for the purposes of amalgamation. Claims to liquidator by August 20.

### RECEIVING ORDERS, PUBLIC EXAMINATIONS, ETC.

**Cox and Santolini**, 179, Old Street, E.C. Receiving Order, July 20. Creditor's petition. First meeting of creditors, 11 a.m., August 9. Public Examination, 11 a.m., October 13, both at Bankruptcy Buildings, Carey Street, W.C.

### ORDER MADE ON APPLICATION FOR DISCHARGE

**Keen-Hargreaves**, Baron John Clarke, described in the Receiving Order as Baron John C. Keen-Hargreaves, 170-173, Piccadilly, W. Journalist. (1045 of 1924). Order made June 25, 1926. Bankrupt's discharge suspended for five years, and that he be discharged as from June 25, 1931.



Mr. FRANK GOLDBERG, J.P., F.E.S.

At all times the LONDON OFFICE, with its unique facilities for Market Research, the Appointment of Agents, Campaign Planning, etc., is at your service. Come and talk things over with Mr. F. Hewitt and Mr. F. W. Mothes, who are both Directors of the Company.

LONDON OFFICE :  
109, Kingsway, W.C.2.  
Phone :  
Holborn 1509

*Just a Word  
before I go—*

On September 1st I sail for New York, but before going I wish to thank British business men very sincerely for the cordial welcome they have extended to me during my stay in the Old Country.

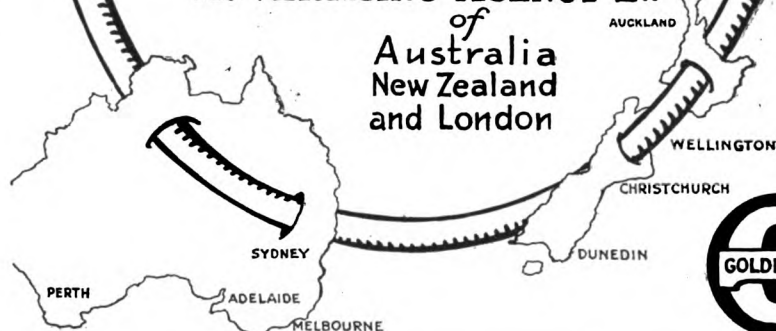
I am confident that the information which I have given regarding Australia and New Zealand—those fruitful fields for British enterprise—will be of immense advantage to all concerned.

Manufacturers, who have not yet availed themselves of the opportunity to learn about these vast markets and the methods to be adopted in selling their particular products there, are urged to make an appointment (*promptly please!*) when I will gladly supply them with fullest information, without obligation on their part.

(Signed) FRANK GOLDBERG.

*The* **GOLDBERG**  
ADVERTISING AGENCY LTD.

of  
Australia  
New Zealand  
and London



## How the NATIONAL ADVERTISING BENEVOLENT SOCIETY is helping Advertising men and women.

IT gives pensions to incapacitated men and women, assists those in distress, provides treatment in sanatoria and convalescent homes, and maintains and educates orphan children. £26,782 has already been expended in pensions and grants. Every person engaged in the business of Advertising should join.

SUBSCRIPTION ONLY **ONE GUINEA** ANNUALLY.

Full details of complete benefits from

LONDON: Hon. Secretary, Robt. J. Owen, 61, Fleet Street, E.C.4.

MANCHESTER Branch: Hon. Secretary, P. H. Winter, 3, Cross Street.

# Publication Notes and News

## Insurance Number

The *Stock Exchange Gazette* for July 22 was the annual insurance number, and contained 128 pages. A large amount of advertising was carried.

## Car Owners' Journal

The *Advocate*, the Austin Car owners' journal for July, contains 32 pages, 11 of which are devoted to outside advertising.

## Three Holiday Pages

The *Western Mail*, on July 19 and 20, published two special pages, well supported by advertising. One dealt with the delights of Bournemouth and the other with the Wye Valley; on Thursday of the same week a page was published dealing with Porthcawl.

## Quarterly Feature

Snapshots of King Alfonso and two of the British Princes illustrated a special page on men's fashions which appeared in the *Sheffield Daily Telegraph* last week. This is a new feature which is to appear quarterly.

## A German Edition

The German edition of Mr. Harold Herd's *Effective Sales Letters* has just been published under the title *Verkaufens-briefen Macht Verleihen*. Mr. Herd's companion volume *Bigger Results from Advertising* was published in the late Spring of this year.

## The Leeds Press

Mr. Stuart A. Hirst has written a long letter to the editor of the *Yorkshire Evening News*, in which he states that he considers "there is due to your valuable paper a large slice of the thanks which the Lord Mayor has expressed to me as chairman of the Publicity Group for my part in the success of the Leeds Tercentenary Celebrations."

## A House Newspaper

The *Blue Pennant*, the house organ of Stewart and Arden, Morris car agents, is in the form of a newspaper but printed on a better paper and crown size. The second issue, just published, contains eight pages, profusely illustrated, and about three pages are devoted to advertising.

## Special Chemists' Number

*Chemistry and Industry* for July 23, was a special number published in connection with the Congress of Chemists. It contained 144 pages, and the advertising columns were well supported. One four-colour advertisement stands out as an excellent piece of work for a technical paper, and the way in which a chemical plant is illustrated in an abstract manner is noteworthy.

## Eastern Evening News, Ltd.

The *Eastern Evening News* has been registered as a private company with a nominal capital of £125,000 in £1 shares. An agreement has been adopted between the Norfolk News Co., Ltd., and Sir Basil Mayhew. Further details will be found in our Gazette columns.



Two of the novel folders issued by the London "Evening News" to tell the story of its business-pulling powers

## For Selecting Tints

Avery's Services, Ltd., have issued a very useful device called the Avery's Tint Selector. On a background on which appear many standard tints, plainly numbered, revolves a circular board in black and white segments. Small circles are cut in this where the black and white segments meet, and thus it is possible to see the effect of any tint against both black and white.

## Race for Trade

The *Daily Chronicle* has reprinted, in book form, the series of articles on "The World Race for Trade," which attracted considerable attention when they first appeared. To advertising men who are concerned with the keen commercial competition on the part of all countries at the present time, the book is invaluable, since it gives a true and unbiased account of the state of trade in Great Britain and its seven leading rivals. The book is published at sixpence.

## Cardiff tells the World

Mr. T. W. Dockett Smith, the Cardiff Development Agent, has prepared a little book, called "Cardiff Facts Worth Knowing." In its twenty small pages it puts the case for the City as clearly and concisely as possible; all the facts are given in short sentences tabulated for easy reference, and the book, which was printed at the *Western Mail* offices, is an ideal piece of civic advertising.

## ADVERTISEMENT TAX IN CHEKIANG

The imposition of a tax on advertisements in the Chekiang province of China was started in the spring of last year. Revised regulations have been issued, according to which advertisements are divided into two classes, ordinary and special. Advertisements printed on paper are in the former class; the latter includes placards and other forms of display advertisements. Ordinary advertisements, printed on, one foot square, are required to pay a tax of 50 cents; between 1 and 3 sq. ft., \$1; between 3 and 5 sq. ft., \$2; between 5 and 10 sq. ft., \$4; between 10 and 20 sq. ft., \$8; between 20 and 40 sq. ft., \$16; and so forth. Pictorial advertisements on buildings are taxed \$3 every 10 sq. ft. per month; hanging advertisements, \$5 every square foot per month; placards on public places, \$5 every square foot per month, and sandwichmen's advertisements, \$10 per day per person. The public authorities are in charge of the collection of the advertisement tax. Advertisers are required to report to the police and pay the tax according to the fixed rates before they distribute or put up their advertisements. Collecting agents are given a commission. Advertisers who distribute their advertisements without duly paying the tax will be fined three times the amount of the tax.

## Coal Selling Inquiry

Sir F. W. Lewis, Bt., chairman of Messrs. Furness, Withy & Co., Ltd., and a director of Barclays Bank, has been appointed chairman of a committee which has been set up by the Government to inquire into the desirability of developing co-operative selling in the coal mining industry. The other members of the committee are:—Mr. John R. D. Bell, Sir Thomas S. Catto, Bt., Mr. Vernon Hartshorn, M.P., Sir Hugo Hirst, Bt., Sir David R. Llewellyn, Bt., Mr. A. K. McCosh, Sir Alfred Mond, M.P., Sir W. Harry Peat, Mr. Frank B. Varley, M.P., and Mr. J. A. Warriner.

## Interesting Presentation

On Friday last, Mr. L. Turner, of the *New Leader*, was presented with a very handsome clock by fellow members of the Fleet Street Club, to commemorate his recent marriage.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track

# Good Ideas for Advertisers

*An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking.*

## Why No Answers ?

A reader of the *Model Engineer* recently wrote to the editor saying that he often saw printed in the paper testimonials from advertisers saying that the *Model Engineer* had a fine drawing power. He said he had inserted a 35-word classified advertisement, and had not had a single reply. He added that he did not suppose that the editor would publish his "testimonial." Mr. Percival Marshall thereupon devoted his leading article to it. He reprinted the correspondent's challenge, and reproduced the 35-word advertisement which pulled no replies. He then picked it to pieces and showed clearly why no replies had been received. He described thoughtfully and carefully just where the advertisement failed to attract and proved that, had the copy been prepared in an equally thoughtful manner, it would have pulled the same results experienced by other advertisers. This might be a good idea for other papers who receive complaints that an advertisement has failed to bring any business.

## Sale Catalogue Idea

A novel form of advertisement has been launched by a Knightsbridge modiste. She sends forth her sale catalogue enrolled in a cardboard octagonal cylinder, hand-painted in jazz colours. The catalogue itself consists of pen-and-ink sketches, and descriptions written in Italian handwriting.

## The Chatty Apology

Sometimes things go wrong, and it is not possible to make the delivery of goods on the promised day. This frequently happens during sale-time, and there is a danger of creating antagonism. If something turns up to prevent you delivering to time, don't send out the usual formal "stiff-as-a-ramrod" letter, apologising for the delay but assuring the customer that the circumstances are beyond your control. Send out a chatty letter, with a little spice of humour in it. Tell the customer exactly what has happened. Tell him that you are not making a habit of sending goods late, but this time it really isn't your fault. The chances are ten to one that you will create the right atmosphere and avoid a lot of trouble. To take a customer into one's confidence is far better than to attempt to deceive him as to the cause of delay and risk making him suspicious.

V. P.

## A Glove Gift

Selfridge's mail order department have used a splendid idea this week. To a selected list of customers they sent a pair of gloves, with the firm's compliments. An accompanying letter, duplicated but very cleverly "matched in" and signed personally by the manager of the glove department, asked the recipient to look at the gloves carefully on account of their wonderful value. The letter continued "They are sent to you in the hope of so impressing you that you will recognise this great store as continually an enormous reservoir of interesting and delightful merchandise and as containing, as well, great numbers of what may honestly be termed 'bargains' throughout its 220 departments." A postscript added that, during the current week, 270,000 pairs of the same line in gloves would be sold at 1s. a pair.

## No-Charge Services

On the back of this same letter, printed in very faint ink, was a list of some thirty little services for which there is no charge at the store. These include the fixing of a ferrule on walking stick or umbrella "while you wait"; sewing on of buttons; garaging car while the customer shops; sharpening penknives (not grinding); use of needle and cotton; first aid; hair pins, lip salve, safety pins and shoe laces; all correspondence facilities and requisites; wash and brush up; filling fountain pen; and so on. The list is simply headed "A few of the Little Courtesies and Services for which there is no charge at Selfridges." This backing to a letter is calculated to add effect to the invitation on the front.

## Making Salesmen Buyers

The salesman should place himself in the position of the customer occasionally, and get the latter's viewpoint. There was a dealer a few years ago who found it necessary, quite frequently every week, to send to other houses in his city in the same line of business to procure certain merchandise in small quantities, to fill out special orders. He always sent one of his store salesmen after the goods, selecting a different one each time. He did this so that each man would gain some experience in buying, as well as observe how others sold goods. As the last man would get this experience, the wholesaler would start over again, so that every so often each salesman had the opportunity to buy some goods of one kind or another from a competitive establishment. In this way, each was placed in the position of a customer, and the dealer believed that the experience made them all better salesmen.—*Sporting Goods Dealer of America.*

## Special Headings for Circularising

A good idea that was adopted by a London agency is worth the consideration of all firms who do a certain amount of circularising. Realising that, when a number of follow-up letters were sent out, the recipient became accustomed to the letter heading and did not read any further, this firm devised a series of new letter headings. They were in fancy lettering and contained the name of the concern only in small type. One letter was headed, "An Appeal for Immediate Attention—from ——" The natural result of this plan was that the letter was read, and firms who are sending out follow-up letters might well adopt the system of preparing special letter headings for each new "shot." A series of six such headings should suffice to bring into line the most hardened case.

F. & F.

*An appeal for immediate attention*

FROM

Thursday, 8th July, 1926

*A novel letter heading which attracted attention to a circular letter*



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**







**Let it carry your  
advertising message  
into 60,000 homes.**

60,000 homes where  
"good living"—men-  
tally and physically  
—is the habit.

This new Church  
Weekly Newspaper  
—non-sectarian in  
character and broadly  
representative of all  
that is best in life and  
thought—has the  
strong support of the  
Scottish Churches.

The paper is owned by  
the People, controlled by  
the People, in the inte-est  
of the People who are  
acquiring the 60,000  
5/- shares which con-  
stitute the Capital of  
the Company.

And it is but natural  
to assume that these  
Shareholders will support  
advertisers in their own  
particular paper.

Therefore, it will be  
"good business" to  
advertise the good-  
class products which  
meet the many needs  
of father, mother, the chil-  
dren, the maid, and  
the domestic pets.

The guaranteed circu-  
lation of the New Sco-  
tish Sunday Weekly is  
60,000 copies per week

for the first four weeks,  
and the cost for space is  
10/- per s/c inch, and  
pro rata Flat Rate.

Agency discount is 15%

Write for dummy and  
further particulars to—

**JOHN M. MACLEAN & COMPANY,**  
7, Royal Bank Place, Buchanan Street,  
GLASGOW.

# Leeds Booms Itself

300th Anniversary Celebrated—Publicity Helps Civic Authorities

From Our Leeds Correspondent

**L**EEDS has just celebrated its three-hundredth anniversary, and is justly proud of its effort to boom itself, not only to the British public but to business communities throughout the world.

A guarantee fund of £10,000 was raised, including a much-criticised grant of £5,700 from the municipal exchequer, but while these sums were necessary to finance the various exhibitions and shows, it is expected that not only will there be no call on this fund but that the celebrations will yield a handsome profit, apart from the lasting advertisement which Leeds itself has secured. The city attracted one million visitors who taxed the capacity of the main streets and the patience of the police. The tramway receipts easily eclipsed all Bank Holiday records. On one Saturday 830,000 tramway tickets were issued, and not less than £5,240 taken, thereby easily beating the previous record of 575,000 attained in one day in 1920.

## In Capable Hands

These arrangements were in the hands of Mr. Stuart Hirst, who was Chairman of the Publicity Group, and who is well known as the Chairman of the Publicity Club of Leeds. He prepared the scheme for the celebrations, including some 120 different and distinct events, ranging from a great Military Tattoo and two industrial and historical exhibitions, down to banquets, processions, and shop window competitions. Mr. Hirst personally dictated and circulated a good deal of official data about Leeds and its industries and municipal activities, and his series of articles found insertion not only in the Press of the Dominions, but in that of many foreign countries.

Over 250,000 programmes were sold and a handbook, which was edited by Mr. Hirst, had a local sale of upwards of 40,000 copies and was out of print in seven days from publication.

## Press and Posters Used

Not only was the event advertised to the whole of Yorkshire by means of posters and Press advertisements to the design of the Courtman Stock Advertising Service, Ltd., but attention was paid to the need for making the ninety-seven distinct industries of Leeds known to Overseas countries. The *Yorkshire Post*, *Yorkshire Evening Post*, *Yorkshire Evening News*, and *Leeds Mercury* had special pages day after day, and the *Yorkshire Post* had a special Tercentenary edition which was given free with Friday's ordinary publication.

Some thirty nations were represented at the opening of the Industrial Exhibition in the Town Hall, organised by the Vice-Chancellor of the Leeds University with the guidance of Russells Publicity Co., Leeds. The factories were also opened to their inspection and citizens and visitors alike were taken on tours round the municipal departments and the new ring roads which are costing the city £1,311,000.

## Leeds Press

Thousands of people who watched the historical pageant saw the arrival of a newspaper in the days of Queen Anne.

Inside the park the gaily-dressed crowd of flower girls, orange girls and ballad mongers ply their business in the city. A diversion is caused by the entry of a post rider sounding his horn, and bearing bundles of the first issue of the *Leeds Mercury* dated July 1, 1718, published weekly on Tuesdays by John Hirst, of Kirkgate End. Groups form and hear the news read by the few scholars, the schoolmaster, of course, among them.

As a souvenir, The *Leeds Mercury* reproduced in facsimile one of its early copies in very large numbers at 1d. It consisted of twelve quarto pages.

## Leeds and Printing

In the Tercentenary Industrial Exhibition in the Town Hall the story of printing in Leeds was shown to be largely the story of newspaper development. The *Leeds Mercury* held the field until 1754, when Griffith Wright started the *Leeds Intelligencer*, a weekly journal which was eventually merged in the *Yorkshire Post* in 1865. In 1801 the *Mercury* passed into the possession of Edward Baines, but it was not until 1861 that it became a daily newspaper. The other newspapers now published in Leeds have been started since 1870.

## AWARD FOR INDUSTRIAL MARKET RESEARCH

### Proposal Accepted for Annual Competition

**T**HE A. W. Shaw Company, Chicago, has offered the National Industrial Advertisers' Association to establish an annual award for research in the sphere of industrial advertising. The N.I.A.A. has accepted the proposal.

Three prizes, the first of five hundred dollars, will be awarded, and the first-prize manuscript is to be published by the A.W. Shaw Company, and the royalties will go to the association.

The subject for the Shaw awards for 1926 is "An Analysis of the Industrial Market in the Continental United States."

## Four Limitations

At the choice of competitors, manuscripts may also be submitted on this subject with the four following fundamentals:

"Knowledge of market and an exact defining of its possibilities, its limitations and its breadth.

"A product fitted to that market, meeting its demands as closely as humanly and mechanically possible.

"The story of the product that fits the market, told graphically and clearly through advertising and other sales channels.

"Production of product in line with the story—up to or exceeding a proven design—at a cost as low or lower than competition and of a quality as good or better than competition."

This year's competition closes on December 31, 1926, and those who wish to compete must signify their intention to the N.I.A.A., 113, North Green St., Chicago, before November 1. The result will be announced and the prizes given at the N.I.A.A. Convention in 1927.

# Current Advertising

Notes of New Business Going Out : New Advertising Now  
Appearing in the Press and on the Hoardings

John Haddon & Co. have been placing for Nosegay Tobacco and Wills' and Player's Cigarettes.

E. W. Burney, Ltd., have a limited scheme in hand for Stanford's Maps.

Day's Agency have been renewing instructions for Morris's Blend Cigarettes.

Adelphi Press, Ltd., are handling business for Spratts' Dog Foods.

G. Street & Co., Ltd. (Serle Street), have been placing new advertising for Wright's Coal Tar Soap.

Holford Bottomley Service, Ltd., have been booking space for His Master's Voice Records.

Smiths' Agency, Ltd., have new advertising in hand for Poulton & Noel and Eiffel Tower Milk Pudding.

S. D. Toon & Heath, Ltd. (Birmingham), are placing for the Wesleyan & General Assurance Society.

D. C. Cuthbertson & Co., Ltd. (Glasgow), have been issuing new instructions for Symington's Coffee.

R. Anderson & Co. have extended advertising for Golden Guinea and Dr. Rutland's White Port.

Fredk. E. Potter, Ltd., have business in hand for Pyrene Fire Extinguisher and have renewed for Culmak Shaving Brushes.

Steele's Service, Ltd., are again giving out for Zam-Buk.

Brandis-Davis Agency, Ltd., have been booking newspaper space for Ciefa.

W. H. Smith & Son are handling advertising for Souplex Safety Razor Blades.

Stanley Elliott Agency, Ltd., have increased displays for Kia-ora.

W. C. Thorn Service has renewed newspaper advertising for Whiteway's Cyder.

J. P. Shaddock is again booking space for Champion Plugs.

Max Rittenberg has business in hand for Elsan Manufacturing Co.

T. B. Browne, Ltd., have been issuing new instructions for Bird's Custard.

Dorland Agency, Ltd., have placed further advertising this week for Pratt's

Perfection Spirit, Wilkinson Sword, Darwin Safety Razor Blades, Wakefield Castrol, and Jelks and Sons.

Dorland Agency, Ltd., City Office, have been handling advertising of company meetings for Itter's Brick Co., Ltd. and North Hummock (Selangor) Rubber Co., Ltd.

W. J. Southcombe's Agency has new advertising for Army Club Cigarettes and for Triumph Auto-Player Piano.

Spottiswoode, Dixon and Hunting, Ltd., have prepared and placed the Brooklands Bank Holiday advertising, and have been placing for State Express Cigarettes and for Myatt Blades.

Lazenby, Ltd., are again handling business for Cardinal & Harford's Carpets.

C. F. Higham, Ltd., have been booking space in the illustrated weeklies for Regent Shoe Cream.

Commercial Advertising Service, Ltd. (Manchester), have been giving out for Barratt's Footwear and Everest Bedding.

Baynard Press has business in hand for Royal Mail Line Pleasure Cruises.

C. Mitchell & Co., Ltd., have been placing new instructions for Reudel Bath Saltrates and Creme and Poudre Tokalon.

Stephen's Service has booked increased space for Easiwork Kitchen Cabinets.

David Allen Service, Ltd., have resumed placing for Preservene Soap.

C. Vernon & Sons, Ltd., are handling space in the dailies for Emu Burgundy.

Arthur Knight Co., Ltd., are giving out space for Mennen Talcum Powder and Shaving Cream, and are preparing Press advertising for a well-known American beauty specialist.

Arthur Hyams & Co., Ltd., are placing for Powell's Balsam of Aniseed.

A. N. Holden & Co., Birmingham, are now handling the advertising of the Foolprufe Accumulator Co., Ltd., Market Harborough.

Roy Hardy, Ltd., are now handling advertising in suburban media for the Worthmor £1 Shops, and are placing new season's business for Burndept Wireless.

# Hotspur Printing for C.O.D. Business

**P**ERCY Brothers can supply you with the only piece of equipment you need for a flourishing C.O.D. Department.

A good catalogue—one in which every page is a complete, compact, self-contained advertisement for the goods it describes—is all you need. Percy Brothers will prepare it and make every offer instinct with the warmth of attractiveness so that your list will

**Arouse attention**  
" interest  
" desire  
" action.

and induce more and new business for you.

Get suggestions, assistance and estimates from

# PERCY Brothers Ltd.

*The Hotspur Press*  
Whitworth Street West,  
MANCHESTER

Telephone: Central 6894.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4  
Telephone: Central 7641.  
Telegrams: "Jonagoni, Fleet, London."

# CLUB NOTES & NEWS

## Hull—Some Impressions of American Advertising

Mr. Mark Goulden, who was one of the delegates to the Philadelphia Convention, was the speaker at the club's luncheon on Tuesday of last week.

One impression which he had got in America, said the speaker, was that Americans thought, ate, and lived in terms of advertising, and that we in this country were in our infancy regarding it. The figures which were given regarding American advertising were colossal, and billions of dollars were spent every year. That was immediately driven home to the visitor by the size of the newspapers, some of which ran to 84 pages. Large scale advertising had been so overdone, however, that there was now a distinct orientation towards class advertising and smaller spaces, and that was where the American magazines with their beautiful colour printing provided a useful medium.

America was an object-lesson in what advertising could do, and advertising clubs played a tremendous part. They were centres of not only business but of social life in the cities, and provided a

splendid example of new clubs such as the Hull one.

Mr. Goulden then read a letter from Mr. C. King Woodbridge, President of the International Advertising Association, congratulating the Hull Club on having attained a membership of 100 in a few months.

## Publicity Club of London—"Photographs by the Mile"

At the invitation of the Rotary Photographic Co., Ltd., a party of the Publicity Club of London, arranged by Mr. W. H. H. Radford, paid a visit to the Works at West Drayton, on Tuesday, July 27.

Mr. F. Ley, the works manager, welcomed the visitors and conducted them through the various departments, where the wonderful process of "producing photographs by the mile" was fully explained.

At the conclusion of the tour of inspection the party was entertained to tea. Mr. Roy Hardy thanked the Rotary Photographic Co., Ltd., for their kind invitation, and also Mr. F. Ley for his welcome and explanation of this most interesting process.

DORLAND HOUSE



## Performance is the Best Promise . .

The astute business administrator prefers to entrust his advertising to firms of performance rather than to firms of promise—for performance is the best promise.

The fact that DORLAND has served numbers of Britain's greatest advertisers for an unbroken period of many years is the best possible promise that it is able to serve YOU efficiently and exceptionally.

Consult us upon all matters relative to advertising in Great Britain, the European Continent, or any part of the world.

A Director of the Agency will attend your offices for a conference at any time without placing you under any obligation.

## DORLAND AGENCY LTD.

Dorland House,  
14, Regent St., S.W.1.  
Paris, New York, Atlantic City,  
Buenos Aires, Rio de Janeiro.

**THE BEST FREE GIFTS.**  
**SOFT TOYS**  
Illustrated Catalogue on Request.  
**MANUFACTURERS.** Est. 1914  
**THE TEDDY TOY CO.,**  
45, GOLDEN LANE, E.C.1.

## We Hear—

THAT some old stagers in the business are inclined to shake their heads and talk of the next few weeks as likely to be the most difficult of the year, but there are others—with pleasanter memories of "summer slumps"—who are taking a brighter view of the situation.

THAT if there is nothing much to write about concerning immediate prospects reports from the agencies are rosy enough for the prophets to speak with confidence about business in the late summer being distinctly promising.

THAT arrangements have already been made for another Eat More Fruit campaign to start in October next, and, as before, this annually progressive scheme will be handled by Messrs. Mather & Crowther, Ltd.

THAT that old-time advertiser, Thomas Holloway, of Pills and Ointment fame, who has been somewhat in the background for a considerable time, has made a re-appearance in the dailies, and, whether by choice or otherwise, has headed the new announcement "Buried Advertisements"; and—

THAT yet another once prominently advertised line, Powell's Balsam of Aniseed, is understood to be on the list of autumn appropriations of a well-known agency.

THAT Messrs. John Heywood, Ltd., from their offices at 20, St. Bride Street, E.C.4, are now handling as a proposition cartoon advertising films and intend making a show of some specimens shortly.

THAT Mr. V. J. Reveley last week won the captain's prize at a meeting of the National Liberal Club Golf Circle.

THAT Messrs. A. W. Gamage, Ltd., have added to the attractions of their window-displays a number of railway holiday posters, the exhibition of which is linked up with the goods on show with the result that the golfer's outfit is backed by a much-admired poster of a putting green, and other selling lines are similarly situated.

THAT the late Mr. Henry J. Gradidge, the advertiser of cricket bats and sports outfitter, left £67,141.

THAT one of the features of the week's advertising has been the number of registered named raincoats and macs that have occupied space in the newspapers, one morning paper carrying half a dozen, using from a few inches to whole doubles.

THAT the newspaper advertising for the First Grand Prix of the R.A.C. was produced by Spottiswoode, Dixon and Hunting, Ltd.

THAT Messrs. Cope Bros. & Co., Ltd., and their associated company of Richard Lloyd have extended the advertising of their popular brands of cigarettes and tobaccos; and—

THAT the Imperial Tobacco Co., Ltd., and several of the independent firms have also been increasing the advertising of their smoking mixtures.

THAT Mr. F. Norie Miller, of Perth, general manager of the General Accident Insurance Co., has been the recipient of a gift of plate from representatives of the American branch now on a visit to Scotland.

THAT the *News of the World* challenge cups and other valuable prizes will be played for at the fifth annual tournament—another of Lord Riddell's promotions—of the Artisan Golfers' Association at Beaconsfield in September.

THAT Mr. John Knight of the *Daily Mirror* has just returned to business after a nine months' illness.

THAT the several big ready-to-wear tailoring businesses in Leeds with their chains of multiple shops in provincial cities and towns have been more than usually energetic in local advertising for the summer suit trade.

THAT that very fine advertisement for the Metropolitan Railway and the charming countryside it serves, the guide book named *Metro-land* has now passed the selling point of 385,000 copies.

THAT the advertising stunt of the offer of a free sample safety razor blade made last month by the makers of the Darwin blades resulted in a phenomenal number of applications being received, and the firm having made nearly two hundred thousand "users" by this means are now pursuing a scheme of "straight" advertising.

THAT with the coming of the football season there has been a renewal by many national advertisers of the display announcements that give certain parts of football grounds the appearance of a bill-poster's hoarding.

THAT the 42,282 children who are anxiously awaiting the results of the Banana Educational Competition have been intrigued this week to learn that another gentleman has been added to the board of independent judges in Dr. Alexander Irvine, M.A., D.Litt., who joins Mr. Sydney Walton, Mr. E. H. Allen; of the *Teachers' World*, and Mr. H. H. Mason, of the *Fruit, Flower and Vegetable Trades Gazette*, in their task.

# KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and pulls-and pulls*



## We Hear—

THAT the jubilee is being celebrated this week by the Foster Brothers Clothing Co., Ltd., who own one hundred and eighteen shops in the country and two large clothing factories, and are consistent advertisers in the local newspapers where they have branches.

THAT Sir John Eaglesome, a director of the *Yorkshire Post*, and managing director of the Aire and Calder Navigation Company, thinks that a deep water canal from the sea right up to Leeds Bridge is not an impossible achievement; and—

THAT the formation of a permanent development and publicity organisation is required to bring the advantages of the port of Goole before business men throughout the country.

THAT a London syndicate has offered £10,000 a year for the advertising rights on the Glasgow tramways; and—

THAT the Glasgow Corporation is one of the few municipalities that have held out against advertisements, but it is believed that this offer will not be refused as the revenue has gone down owing to bus competition.

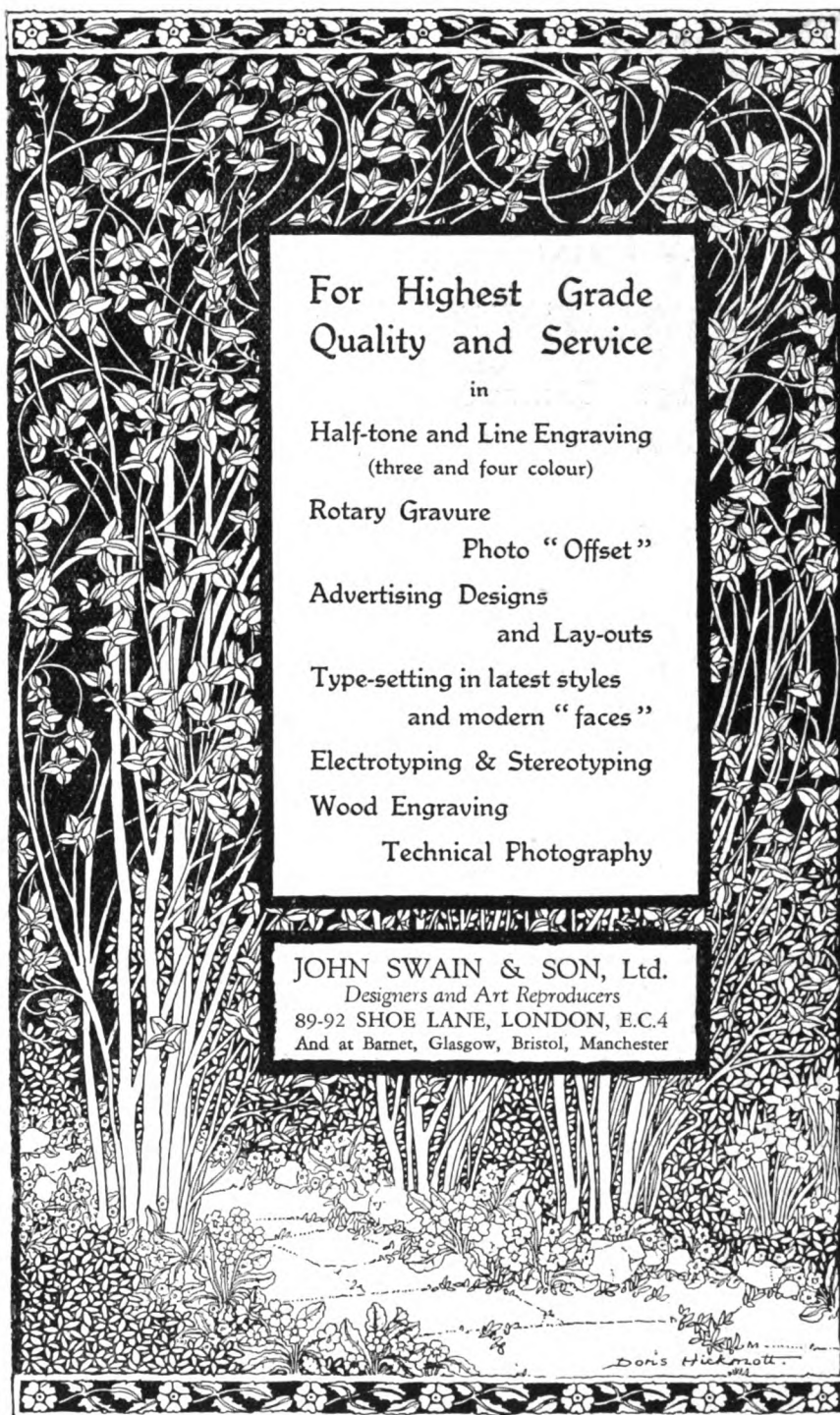
THAT the offer which represents a rental of about £10 for each car, has been remitted meantime for a report by the Sub-Committee on Finance, and will come before the Tramways Committee shortly.

THAT, until now, the Corporation has banned all advertising on the cars save for small window slips bearing Corporation announcements, and even these have decreased recently since it was decided to make a charge to the various municipal departments issuing them.

THAT Mr. Edmund J. Sullivan, A.R.W.S., A.R.E., the artist and illustrator about whose health much anxiety was felt early in the year, is now back in London entirely restored, and—

THAT it is a curious coincidence that his breakdown occurred on the day he completed the poster for the Southern Railway now to be seen on all Underground stations—the "Portrait of a Man who needs a holiday on the Sunny South Coast."

THAT he is in full working order again, and is at present engaged, among other things, on a series of historical drawings for David Drage and Sons, which will shortly appear.



For Highest Grade  
Quality and Service

in

Half-tone and Line Engraving  
(three and four colour)

Rotary Gravure  
Photo "Offset"

Advertising Designs  
and Lay-outs

Type-setting in latest styles  
and modern "faces"

Electrotyping & Stereotyping

Wood Engraving

Technical Photography

JOHN SWAIN & SON, Ltd.  
Designers and Art Reproducers  
89-92 SHOE LANE, LONDON, E.C.4  
And at Barnet, Glasgow, Bristol, Manchester

Put **I**deas in your campaign  
It sells in the home.

## CHANGE OF ADDRESS

\* \* \*

ON MONDAY, AUG. 9th

# W. SYDNEY S M I T H

Advertisement Contractor  
WILL MOVE TO MORE

## CONVENIENT OFFICES

\* \* AT \* \*

WALTER HOUSE  
52, BEDFORD ST.  
STRAND, W.C.2

Telephone: Gerrard 7524

## I Seek a Position

as Advertising Manager to a manufacturer or General Manager to an Agency. My record, shown below, gives some idea of my qualifications.

First-class Agency experience.

Late Assistant, Publicity Dept., Hans Renold Ltd., Manchester.

Late Advertising and Publicity Manager, Mann, Egerton & Co., Ltd., London and Norwich.

Late Advertising and Publicity Manager, J. Wix & Sons, Ltd., "Kensitas" Cigarette Manufacturers, London.

I have specialised knowledge of Engineering, Electrical and Motor Advertising, and am a recognised expert on modern window display. I am anxious to join a firm or agency where there is wide scope for my ability. If YOU need a good man write at once to

**VICTOR BINGHAM,**  
c/o "Advertiser's Weekly,"  
66, Shoe Lane. E.C.4.

To Firms Seeking Wealthy Markets

**"PINANG GAZETTE"**

Oldest Daily in Malaya. STRAITS SETTLEMENTS

**"LA RAZON"** BUENOS AYRES  
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row. E.C.4

## DATE-STAMPED ADVERTISEMENTS—(cont. from p. 148)

tisements will not be used on them." Mr. Forbes was asked what advertisements would be accepted by the Post Office.

"We shall use a reasonable discretion, of course," he answered. "Nothing objectionable will be accepted, but we shall not do more than exercise a necessary censorship. For instance, advertisements for alcoholic beverages and for temperance drinks will be accepted impartially—providing they conform to the general principles—but nothing in the way of betting or gaming advertisements will be allowed."

### Size of Advertisements

The size of the advertisements, we were informed, is limited by the size of the machines used for postal franking.

"The advertisements are intended to take the place of the wavy lines which used to appear on the postage franking. These lines gave way to the slogan: 'British Goods are Best,' and now commercial advertisements will, in turn, supersede them. The size of the advertisements will approximately be 2 in. wide by  $\frac{1}{2}$  in. deep.

"With regard to the 'copy' accepted, we shall have to insist on the principle that the advertisement must make an even impression. For instance, a firm would not be allowed to have a big blank space on the advertisement, for this might defeat the main object, namely, to cancel the postage stamp. It would also have to give a plain impression over the stamp, since it must be remembered that the ridge made by the thickness of the stamp is quite considerable, and no 'copy' that would appear dis-

jointed or smudgy and illegible would be acceptable. On the other hand, clear and simple line designs are allowed. The type used by us at the present is Egyptian and, occasionally, script, but I do not think, in view of the possibility of using line designs, that any clear and legible type would be disallowed. The lettering must be bold."

Mr. Forbes was asked what would happen if the contractors were unable to let the space on letters emanating from one particular post office—would the letters go out without any advertisement?

"As a matter of fact," he said, "the contractors will be allowed to use any of these unlet machines to advertise themselves. That is to say, they will be able to state on the advertisement space the fact that they are the contractors for the space, and that they will be glad to let it to any firm interested."

### Office Franking Machines

"Yes, I am quite aware that many firms are using franking machines in their own offices and in that case no advertisements usually appear. The Postmaster-General is quite willing to consider further applications for private franking machines, and I should like to remind you that it is possible—and allowable—for a firm to print their own advertisements on their own correspondence by means of these private machines. Some firms are, indeed, doing this at the moment."

The tenders sent in by agents for the contract of letting the space were being opened at the time of our representative's visit, and the successful agent's name will be made public shortly.

## ADVERTISER'S GAZETTE—(cont. from p. 159)

### NEW COMPANIES

**Alden Press (Oxford), Ltd. (215128).**

—Private company. Registered July 19. Capital £12,000 in £1 shares. Objects: To carry on the business of proprietors and publishers of newspapers, periodicals, magazines, journals and books, advertising specialists, publicity agents, designers of pictorial and display advertisements, and of sketches and drawings for insertion in trade and other papers, etc. Solicitors: Andrew, Walsh and Bartram, Oxford.

**The Eastern Evening News, Ltd. (215167),** was registered as a private company on July 21, with a nominal capital of £125,000 in £1 shares. The objects are to adopt an agreement between the Norfolk News Co., Ltd., of the one part, and Sir Basil Mayhew, K.B.E. (for this company), of the other part; to develop and turn to account the business of proprietors of the *Eastern Evening News* and to carry on the business of newspaper proprietors and general publishers, etc. The directors are: R. J. Colman, H. J. Copeman, and A. W. Tillett. Registered office: 57, London Street, Norwich.

**Prestograph Sign Works, Ltd. (215121).**—Private company. Registered July 17. Capital £1,000 in £1 shares. Objects: To acquire the business carried on at 118, Hampstead Road, N.W., as the

Prestograph Sign Works, and to carry on the business of advertising contractors and agents, manufacturers, designers and repairers of and dealers in automatic and other advertising signs, etc. Solicitors: George H. Olley and Co., 11, Queen Victoria Street, E.C.4.

**Walton Harvey (Press Dept.), Ltd. (215,265).**—Private company. Registered July 24. Capital £1,000 in £1 shares. Objects: To carry on the business of advertising agents and contractors, sales promoters, journalists, advertisers, etc. Solicitor: S. B. Worth, 35, New Broad Street, E.C.2.

**Associated Signs, Ltd. (215161).**—Private company. Registered July 21. Capital £100 in 1s. shares. Objects: To acquire the business of sign merchants carried on by J. Akers, E. C. Leachman and G. H. Pettitt, at Coventry House, Coventry Street, W., as "Associated Signs," and to carry on the same and the business of decorative artists, advertisement agents and contractors, photographers, manufacturers of and dealers in advertising apparatus for displaying electric artificial light, photographic and other advertisements and pictures, etc. The directors are: B. C. Leachman and G. H. Pettitt. Registered office: Coventry House, Coventry Street, W.1.

# The Advertiser's Weekly

4<sup>th</sup> A COPY  
20/- a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

## A SEASONABLE NOTE -

A budget of good things in a handsome three-colour cover, "JOHN BULL'S" XMAS ANNUAL will be on sale throughout the country from early November until Christmas, Price 6d.

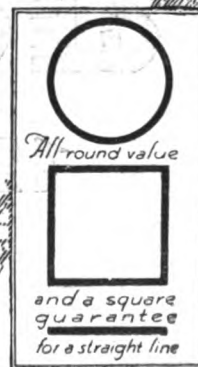
World-famous writers will contribute to this special number and its varied contents will appeal to all classes. The Publisher's guaranteed minimum is 250,000 copies, and rates are based on that figure.

The right date, the right rate and the right public—see that your advertisement appears in "JOHN BULL'S" XMAS ANNUAL FOR 1926.

Full Particulars from:—

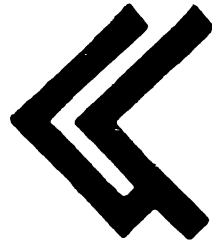
Philip Emanuel, Advertisement Director,  
ODHAMS PRESS LTD., 57-59, Long Acre,  
London, W.C.2.

**Book Space  
NOW**





# A NEW IDEAL IN AGENCY SERVICE



TO GIVE superlative service to a limited number of advertisers, Mr. George Cuming, after a long association with W. S. Crawford Ltd., has established a new agency himself at 125 High Holborn, W.C.

Every department of this new business is under the personal care of its principal, who will be glad to discuss any aspect of publicity and sales—furtherance with manufacturers and factors whose business calls for individual and personal care on the advertising side.

## GEORGE CUMING

LIMITED

### 125 HIGH HOLBORN

### WC1



## Manufacturers' Session fixed for Manchester, October 6

Names of Committee—Arrangements for the Conference—Enthusiasm  
Among Business Men

*We are able to announce that the Manufacturers' Session will be held in Manchester on Wednesday, October 6.*

**A**FTER much discussion and careful thought the Convention Organising Committee have decided, at a special meeting in Manchester on Wednesday, that the Manufacturers' Session, which had to be postponed owing to the abrupt end of the Blackpool Convention, will be held in Manchester during Manchester's Civic Week, the date definitely fixed being Wednesday, October 6.

### General Satisfaction

For a great many of those who attended the curtailed Convention at Blackpool, both the men from Lancashire and from all over England, the Manufacturers' Session was one of the most important events, and there is no doubt that there will be general satisfaction at the decision of the Committee. A WEEKLY representative who was in Manchester all day on Wednesday gathered that opinion is unanimous in the matter.

### During Civic Week

The advantage of holding the session during the big Civic Week will be that Manufacturers attending the session will have special facilities for viewing the important industries of the City which would not be available at any other time, and they will also be able to attend the special textile exhibition organised by the *Manchester Guardian Commercial*, which is to be held in the King's Hall, Belle Vue, as one of the Civic Week functions.

Moreover, the Business Efficiency Exhibition in the Free Trade Hall synchronises with this event, and Manufacturers will be able to com-

bine three important functions in one week.

A small committee consisting of Major P. C. Burton, and two other members of the Convention Programme Committee (to be nominated by Major Burton), Mr. E. Schofield, Mr. W. J. Harrop, Mr. J. Roe, with Mr. J. Vincent as secretary, has been formed to make all the arrangements in connection with the Manufacturers' Conference, and there is every reason to believe that the Session will be as successful as the one which should have been held in Blackpool.

Enthusiasm among Manchester

business men runs high, and everyone is prepared to work hard to make up for the disappointment at Blackpool.

The WEEKLY representative understood, on Wednesday, that there will be a tour of the city on the morning of October 6, followed by a luncheon at the Midland Hotel and a long session in the afternoon. Other important arrangements are pending, and no stone is being left unturned to build up a strong and representative session.

### Keeping Normal

There is little need to emphasise the fact that, when times are bad and business seems to be as elusive as a will-o'-the-wisp, it is more than ever necessary to go out energetically and aggressively for whatever orders are to be obtained.

On another page, Mr. Fletcher, controller of sales and advertising for Messrs. John Mackintosh and Sons, Ltd., makes a very interesting contribution on this subject. He tells how, during the recent general strike and during the present mining dispute, his firm has set out to capture trade with as great, if not greater, zeal than usual. The factories were kept going at high pressure by means of well-organised planning, delivery was "up-to-the-minute" and fresh lines are to be introduced. Press and poster advertising were maintained at their usual level and every department was kept going just as usual.

A firm that sits still during difficult times and waits for "something to turn up" will have a very long way to make up when business improves. Mr. Fletcher likens such a firm to a car which has to restart at the foot of the hill, with all the attendant groans and grinding of gears.

### THIS WEEK'S PAPER

That Instalment Agreement—By  
Cecil Chisholm

*The Third of a Timely Series*

Using a Container to Sell a  
Service—By Leslie Lewis

*The Story of the Monomark Campaign*

Open Air Theme in Holiday  
Advertising

*Some Typical Examples that have  
Appeared During the Last Week*

"We Ignore Strikes!"

*How Mackintosh's Keep Normal in  
Abnormal Times*

The Poster in a New Light

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Letters to the Editor  
Good Ideas for Advertisers  
Current Advertising  
We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

# Using a Container to Sell a Service

How the "Monomark Set" Dramatised the Monomark Idea—Some Sidelights on an Unusual Campaign

By Leslie Lewis

**W**HEN the Monomark made its bow to the world, the Monomark Company was faced with the difficulty of selling a service in the same way as a commercial product. It was soon realised that the campaign must take the form of an ordinary selling proposition—although in the Monomark there was nothing to make and nothing to produce.

Faced with this situation, the company was reorganised, and an executive committee was formed, consisting of the Lord Glenconner, Managing Director, Mr. T. Elias, Secretary, Sir John Davis and Lt.-Col. G. S. Hutchison.

The first thing that had to be done was to create a prestige—to show that the Monomark was a public institution and not a stunt.

Speaking this week to Lt.-Col. Hutchison, controller of the David Allen Services who are handling the campaign, I was told how this was done. First of all a "background" scheme was inaugurated. Triple column advertisements were placed in the leading newspapers and weeklies. These advertisements were not intended to make sales; they were intended to implant in the mind of the community the value of the Monomark. In spite of the fact that the copy was not, as I have said, directed to obtain immediate results, more Monomarks

were sold during one week of these advertisements than had ever been sold before in a month—and the Monomark shares appreciated considerably on the Exchange.

Thus the commercial Monomarks were launched. Then came the difficulty of selling the private Monomark. The commercial community realised that their Monomarks would be more useful if the public owned Monomarks of their own and understood their use thoroughly.

## A Difficulty

The private Monomark presented this difficulty: it had such a big story to tell that the cost of telling it at once in its entirety in the newspapers was prohibitive. Five advertisements were prepared, each of which gave some aspect of the Monomark's services to the public. The *Monomark Times* was launched, with a view to telling the story to every class of reader in an interesting and palatable form.

Then came the biggest inspiration in the campaign. The company realised that they were "up against it" in trying to sell an abstract service in the same way as a concrete product. So the Monomark outfit was the feature of a big new selling campaign. The outfit included the private Monomark (before sold separately at 5s.), marking tapes, inks and so on—a complete set of materials for marking the Monomark on linen and personal belongings. And the whole set was sold for 10s.

In Glasgow alone several thousand Monomarks were distributed to the stores. Chain stores, tobacconists, tailors, outfitters and hosiers, travelling requisite makers, district and theatre offices took supplies of the Monomark outfits, and hotels are now adopting the idea.

Particularly those hotels which are used by commercial travellers are selling the private Monomark. Lt.-Col. Hutchison explained to me the way in which the "knight of the road" finds it invaluable. Imagine, for instance, that he is calling on customers in Manchester. He is to proceed to Liverpool and Blackpool. While in Manchester, he writes asking for appointments in these other towns. How can he receive his answers? He writes from his Monomark address. When he arrives in the next town, he telephones (or "mono-phones") to Monomark House. The telephonist then reads over to him all his appointments, thus saving time, trouble and loss of custom. The commercial traveller, who has no permanent address, has been



THE SCIENCE OF IDENTITY

From Lady Hark in Paris to John in London  
From Lady in London to John in London  
From John in London to John in London  
From John in London to John in London

The definition of a British Commercial Monomark is "I MAKE — I SELL". A British Commercial Monomark means that Producer and Product are one — always and everywhere. A British Commercial Monomark is the complete name and address of its owner — consequently every Monomarked article establishes identity. In any part of the world a British Monomark is a sure means of communication between Manufacturer, Merchant and Customer. What is a Monomark? A Monomark is yourself, your product, your individuality, your reputation in the world's market — symbolised. You manufacture, you sell in Sheffield. It may have a quality not usual even in Sheffield. Monomark it? You wear cloth in Bradford, fabric in Oldham, you make Aluminium ware in Birmingham, Pottery at Burslem. There are others. Yours may be better or more uniform. Make it known Monomark it! Monomark your product, your correspondence, your stationery, your calendars, all your literature. Establish your individuality by that Monomark. A British Commercial Monomark is instantly recognisable and impossible of duplication. In markets you may never see, or your traveller may never reach — your Monomark is YOU and YOURS. Just as the Armies of Toledo and Damascus and the Armourers of Milan marked their blades and chain mail, you can mark your products by your Monomark. A British Monomark on a sound product contains possibilities unknown and immeasurable to you, your City, and the Empire.

BRITISH LIMITED  
**MONOMARKS**  
BCM/MONO  
MONOMARK HOUSE, LONDON, W.C.1

In order to learn everything about Monomarks and the Monomark Service in its application to your business, you are invited to send for a copy of the *Monomark Times* to BCM/MONO, LONDON, W.C.1, as shown, using Black capitals. This is the full name and address of British Monomarks, Ltd.

Obtainable at all High Class Stores, Hotels, etc.

One of the triple column advertisements

tackled from this point of view and has not been slow in seeing the idea.

## Federations Interested

Three weeks ago, a British trade federation purchased 50,000 Monomarks for its members at £5 5s. each, while the National Union of Manufacturers has recommended the Monomark to its members both by letter and through the medium of its own journal.

At the end of the holidays, a big advertising campaign is to be launched in the North of England to sell private Monomarks and, through this, to appeal to the commercial community of the big industrial centres. The Lord Glenconner has been the main-spring of the new activity, aided by his lieutenant, Mr. T. Elias, the secretary.

Lt.-Col. Hutchison gave me an interesting example of the use of the Monomark in an advertising campaign. It will have been noticed that the David Allen Services monomark is printed at the bottom of all copy appearing in the Press. When the Australian apple campaign had been launched a short time, Lt.-Col. Hutchison received a letter from a Swiss fruit importer, asking where he could obtain Australian apples in large quantities for selling in Scandinavia. Again, the secretary of the R.A. mess in Mhow, India, wrote asking where he could secure quantities of the apples for his mess. A copy of the letter was subsequently sent to the secretary of every military, naval and Air Force mess in this country and abroad.

**THE SCIENCE OF IDENTITY**

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**BON VOYAGE!**

The definition of a British Commercial Monomark is "I MAKE — I SELL". A British Commercial Monomark means that Producer and Product are one — always and everywhere. A British Commercial Monomark is the complete name and address of its owner — consequently every Monomarked article establishes identity. In any part of the world a British Monomark is a sure means of communication between Manufacturer, Merchant and Customer. What is a Monomark? A Monomark is yourself, your product, your individuality, your reputation in the world's market — symbolised. You manufacture, you sell in Sheffield. It may have a quality not usual even in Sheffield. Monomark it? You wear cloth in Bradford, fabric in Oldham, you make Aluminium ware in Birmingham, Pottery at Burslem. There are others. Yours may be better or more uniform. Make it known Monomark it! Monomark your product, your correspondence, your stationery, your calendars, all your literature. Establish your individuality by that Monomark. A British Commercial Monomark is instantly recognisable and impossible of duplication. In markets you may never see, or your traveller may never reach — your Monomark is YOU and YOURS. Just as the Armies of Toledo and Damascus and the Armourers of Milan marked their blades and chain mail, you can mark your products by your Monomark. A British Monomark on a sound product contains possibilities unknown and immeasurable to you, your City, and the Empire.

**BCM/MONO**

BRITISH MONOMARKS LIMITED  
MONOMARK HOUSE, LONDON, W.C.1

TO ORDER OR INQUIRE  
Write to: THE SECRETARY, BRITISH MONOMARKS LIMITED, MONOMARK HOUSE, LONDON, W.C.1.

TO ORDER OR INQUIRE  
Write to: THE SECRETARY, BRITISH MONOMARKS LIMITED, MONOMARK HOUSE, LONDON, W.C.1.

**BCM/MONO**

BRITISH MONOMARKS LIMITED  
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TO ORDER OR INQUIRE  
Write to: THE SECRETARY, BRITISH MONOMARKS LIMITED, MONOMARK HOUSE, LONDON, W.C.1.

A commercial and a private Monomark advertisement



*An Article that Should be Filed*

# That Instalment Agreement

## How Can We Wed Salesmanship with Legal Protection?

Dangers of Careless Copywriting—"Hire Purchase" v. Deferred Payments—Some New Legal Decisions—Clauses Essential to a Binding Contract

By Cecil Chisholm

**A** NUMBER of crashes might have been avoided within very recent memory if those responsible had remembered one thing. To sell goods for cash is a single, simple and complete transaction. You may sell your cars on these terms in London or Yokohama, in Berlin or Rio—without any essential changes in the methods involved.

But to sell on instalments is altogether another matter. At the outset you must enter into a legal contract. From first to last you are hedged in at every point by the requirements of the law—in its desire to protect both parties to this prolonged contract. And the law differs from country to country, in some instances from State to State.

### Cast-Iron Agreement

Hence the importance of securing a cast-iron agreement—without sacrificing too many of the "selling points" which are the delight of the sale manager's soul. In America you need sacrifice scarcely a superlative in order to meet the letter of the law. In this country the situation is different.

In the first place, great danger lies in the prevalent careless phraseology in advertisements and in agreements for instalment payments. The American phrases "deferred payments" and "payment by instalments" have a definite legal significance in this country. In everyday speech we use the term "buying on deferred payments" to mean hire purchase. In the eyes of the law, the two phrases represent entirely separate conceptions.

Under English law, to buy on the hire purchase system means to rent the goods for a given period, viz.: until the final payment has been made. Until the purchaser pays the final instalment, he is the hirer or renter of the goods, and has no legal claim to them. He actually becomes possessed of the goods only when he purchases them, i.e., when he has paid the full price agreed with the seller.

To purchase an article on "deferred payments," on the other hand, is an entirely different matter, as certain great retail concerns have learned to their cost. To purchase an article by deferred payments under English law means "to enter into ownership of the goods from the moment of the first payment." In this case, the buyer owns the same rights of possession as the buyer of goods under any other form of credit.

Yet one of the largest motor dealers in this country writes gaily in his new booklet, "Every car purchased from us on deferred terms!" The word used should be "supplied," not "purchased." Yet the Press is littered with similar invitations to the shark.

### AN OFFER OF SERVICE.

If readers should encounter any difficulties in connection with instalment selling principles, or if they should wish for advice or information on any "deferred payment" problem, the Editor of the **ADVERTISER'S WEEKLY** will be glad to help.

### JUST WRITE TO HIM.

It is vital, therefore, for the business which desires to sell its goods on the instalment system to see that the actual contract signed by the buyer is one for hire purchase, no matter what the terms are in which the instalment system may be advertised. In his own interest, the seller should make it clear to the buyer before the agreement is signed, and in the agreement itself, that he offers the goods *on the hire purchase system, and not on deferred.*

The second problem in instalment selling in Great Britain is possible distraint for rent. In this matter, British law takes a middle course as compared with the courts of the United States and those of Denmark.

### Landlord's Rights

In America rent is always payable in advance. For that reason the landlord can enter the premises of a tenant who has not paid his rent for the ensuing quarter, and put his goods out on the street. But here his powers cease; he can re-obtain possession of his own property only. In this country the landlord can enter the premises and deal with the goods as if they were his own, should the tenant be in arrears with his rent. In Denmark, on the other hand, the customer pays half of the price in cash, and the balance in from six to twelve months. Under Danish law, the landlord cannot distraint on goods purchased under this

system, so that Denmark is the Elysium of the hire-purchase business.

It will be seen, therefore, that in any agreement for the sale of goods by hire purchase in Great Britain, there must be a saving clause with special reference to the rights of the landlord as opposed to those of the owners of the said goods, viz.: the company selling them.

The third danger arises in the case of a purchaser who becomes bankrupt. Unless the agreement concerned has been drawn up in consonance with the best British practice, the trustee in bankruptcy may, and probably will, sell the goods in question for the benefit of the debtor's creditors.

The position in regard to this matter is improving from the point of view of the hire purchase trader. It was well summed up recently by Mr. A. Noel Mobbs, managing director of the United Motor Finance Corporation, Ltd., as follows:—

### Rent Overdue

"If the vehicle that is being hired out gets into a building where the rent is very much overdue, it can be distrainted upon for the rent, and you have no remedy against the landlord; you have lost your vehicle unless you go and pay up all the rent and get it out."

"An even more important matter is the Order and Disposition Clause, as one calls it, in the Bankruptcy Act, under which, if a person is using a vehicle in the course of his business so that the creditors would imagine that he was a wealthy man and owned the vehicle, the trustee in bankruptcy at the present time claims the right to seize the vehicle."

"The financial houses will dispute that in future, without any doubt, because there is such a volume of business being done that we may be able to show a recognised custom of the trade, such custom, if legally recognised, over-ruling the trustees' rights."

"Up to the moment no case has gone beyond a County Court, or some Court of First Instance, without the decision being that the trustee has the right to keep the vehicle."

"The Act does not, of course, apply to limited companies. Information as to the financial standing of limited companies is obtainable elsewhere. In the case, therefore, of hiring to limited companies under a hire purchase agreement, the true owner has a perfect right to claim the vehicle (or goods) back in the event of bankruptcy or liquidation."

Many other nice points arise for the manufacturer in particular.

Suppose that I send several cars or pianos to a dealer, to be sold on the hire purchase system—taking only a small cash payment on account; the dealer goes bankrupt while in possession of the goods. What is my position? Do the goods belong to the creditors or to me? Is the "Stocking Plan" hire purchase or merely credit?

Mr. Mobbs has been good enough to give me the fact in this case also.

"A rather important decision has been given in the House of Lords recently bearing on a particular type of hire purchase business commonly known as the 'Stocking Plan.'"

"It has now been decided that if a manufacturer or a finance house as the owners supply an agent with goods under a hire purchase agreement which it is obviously his intention to sell, the true interpretation of the contract between the parties is the loan of money to buy the goods or the granting of credit. The owner, therefore, has no title to the goods—the hire purchase

agreement being merely a sham to cover some other transaction.

"It follows, therefore, that for hire purchase agreements to be valid they must be for articles which are required to be used by the hirer either for his business or pleasure interests and that they must not be stocked for the purpose of exhibition to the public with a view to selling."

I may add that the law of custom has been established in regard to hotel furniture and furniture lent to a boarding-house keeper; pianos, sewing machines, safes, gas engines and printing machines—but not in the case of motor-cars, wireless sets or office equipment.

Apart from the points outlined, the legal position with regard to instalment selling requires careful study by the novice. The best evidence of this is the fact that during the last twenty years, the agreement of the Hire Traders' Protection Association has undergone no fewer than eight important alterations.

Obviously in the case of a transaction of a few pounds, a simple form of agreement is sufficient. The follow-

ing agreement (used by Messrs. Catesby's, Ltd.) is a model for cases in which the value of the goods is not more than £10.

Date..... Serial No.....  
I .....  
of.....  
Agree to pay CATESBY'S, LTD., at 64-67, Tottenham Court Road, W.1, the sum of..... per month until the goods amounting to £..... supplied are paid for.  
Signature of Purchaser.....  
Occupation of Purchaser.....  
Witnessed by.....  
Address of Witness.....

N.B.—Please sign your name in full and return this by next post.

Where more valuable articles such as motor-cycles or pianos are concerned, the agreement of Messrs. Selfridge and Co., Ltd. (reproduced by their courtesy) will usually meet the case. It is a model of what such agreements should be and will repay study. Every danger point is carefully guarded; yet the prospect is never unduly harassed by niggling conditions or technical phraseology.

**A** N AGREEMENT made the ..... day of ..... 192 .., between SELFRIDGE AND COMPANY, LIMITED, of Oxford Street, London, W. 1 (hereinafter called the owners, which expression shall include their assigns) and

of ..... (hereinafter called the hirer).  
WITNESSETH that the owners agree to let, and the hirer agrees to hire the article specified in the Schedule hereto upon the following terms:—  
THE HIRER AGREES:  
(1) To pay £ ..... on the signing hereof in consideration of the option of purchase granted hereby, for which credit will only be given in the event of the hirer purchasing the said article, and also to pay punctually to the owners during the hire the rent of £ ..... commencing on this date and payable on the ..... day of ..... next, and so on

by .....  
(2) To keep the said article in good order and repair (fair wear and tear excepted) and to take all risks in respect thereof.  
(3) To keep the said article under the hirer's control and not to remove the same from the above address for a longer period than without the previous written consent of the owners, and to allow the owners, and their agents, to inspect the same at all reasonable times.

(4) To pay all duties, licences and taxes payable for or in respect of the said article, and the cost of insuring the same against fire and accidents of every kind, in the joint names of the owners and hirer, such insurance to be effected through the agency of the owners.

(5) To pay punctually all rent, rates and taxes in respect of the premises upon which the said article may be, and to produce on demand to the owners, or their agents the last receipts therefor.

(6) If the hirer returns the said article under Clause (a) hereof, or the owners retake the same under Clause (7) hereof, before the expiration of ..... months from the date hereof, the hirer shall pay a further sum which, with the previous payments, equals the sum of £ ..... by way of compensation for the depreciation of the said article.

(7) In case any of the rent hereunder shall be in arrear, or if the hirer shall commit any breach of this agreement, or if the said article shall be seized or taken under any legal process, or distrained upon for rent or otherwise, or if the hirer shall become bankrupt, the owners may terminate the hiring and it shall be lawful for the owners and their agents (without formal demand) to enter any place occupied by the hirer or in which the said article may be, or the owners may have reason to suppose it is, and to retake possession thereof, without prejudice to the owner's right to recover any arrears of hire or damages for the breach hereof.

(8) If the owners are unable to retake possession of or to remove the said article under Clause (7) hereof, or if the rent of the premises upon which the said article may be and of which the hirer is tenant, is in arrear, or if the hirer fails to produce on demand the receipt for the last payment of rent in respect of any such premises, the owners may terminate this agreement by notice, and such notice may be given either verbally to the hirer, or to any person upon the premises where the said article may be, or in writing addressed to the hirer at his last known address, or at the said premises, and thereupon this agreement shall at once for all purposes absolutely determine, and neither party shall thereafter have any rights thereunder, and any consent by the owners to the possession of the said article by the hirer shall cease; but such determination shall not affect the liability of the hirer in respect of any past breach hereof.

(9) No indulgence shown to the hirer shall prejudice the strict rights of the owners hereunder.

THE OWNERS AGREE THAT:

(a) The hirer may terminate the hiring by returning at the hirer's own cost the said article to the owner, at an address in London to be given by the owners, but the hirer shall remain liable for rent and damages (if any) for breach of this agreement up to the date of such return, and for compensation (if any) under Clause (6) hereof.

(b) The hirer may become the purchaser of the said article by punctually paying the rent as aforesaid until the sum of £ ..... has been paid, but until such payment has been made the said article shall remain the property of the owners.

(c) Should the owners retake the article under Clause (7) hereof, but not otherwise, the hirer shall have the right within ..... days either (i) to buy the said article by paying a sum which, together with the previous payments, equals the sum of £ ..... and also paying the expenses of such retaking; or (ii) to resume the hiring upon paying all arrears up to the date of retaking, and the expenses thereof, and presenting a guarantor to the satisfaction of the owners.

As witness the hands of the parties the day and year first written.

For SELFRIDGE AND COMPANY, LIMITED,  
.....  
Director.

Witness to Hirer's Signature

Address.....

.....

I agree to become a Guarantor for the due performance of this agreement by the Hirer.

Hirer's Signature.....

Signed.....

Profession or Occupation.....

Witness to the Signature.....

Address.....

Occupation .....



# The Open-air Theme in Holiday Advertising



## Coolness wins the Game

THE keen player chooses his raiment as carefully as he chooses his racket. The garb must fit the game, be light, roomy, airy. Every garment must facilitate action.

AERTEX garments are like this. They help. In the first place they are skillfully designed to fit well, to avoid



## Enjoy the open air

### Pond's will protect your beauty

A TOUCH of Pond's Vanishing Cream on your face, neck and hands before you go out and on other convenient occasions during the day will prevent sunburn and all other blemishes caused by exposure to sun, wind, dust, etc. Pond's is also recommended with Jacquelin for a lovely velvety base for powder.

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TRIAL SAMPLES



## "SKIPPERS" suit you to a Tea



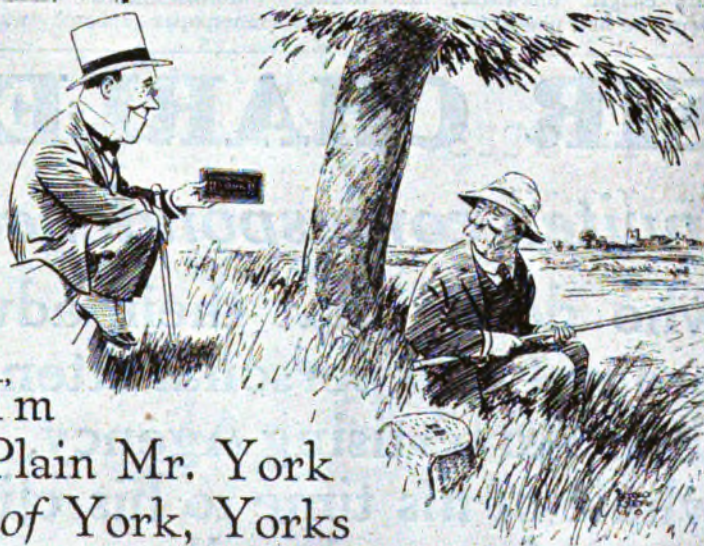
The natural complement day on the river is suit for tea.

Either as filling for a eaten alone, Skippers plainest tea to quite. They're simply delicious that; they're a compli-

**Skipp**

In Finest Olive Oil o.

ANGUS WATSON & CO. LIMITED, NEWCAS



I'm  
Plain Mr. York  
of York, Yorks

—have you had a bite?" of Rowntree's Plain York. Not too

Some holiday advertisements, appealing from the holiday angle. The idea is discussed on page 184.



# "We Ignore Strikes!"

How a Big Firm Keeps Normal in Abnormal Times

By E. L. Fletcher (Controller, Sales and Advertising, John Mackintosh and Sons, Ltd.)

**O**UR plan during the whole period of industrial trouble has been to avoid losing ground. It may interest WEEKLY readers to hear how a policy of "business as usual" has panned out.



Mr. E. L. Fletcher

Incidentally, that phrase throws one's mind back to those early days of the war when Sir Herbert Morgan wrote his four-line letter to the *Daily Mail*. Later, in that excess of sentimental patriotism which supervened, "H.E.M." and his suggestion of the slogan were strongly criticised, but personally I

always believed that it was essentially right and valuable at the moment it was written—and right *all the time* for those whose job it was to keep the trade flag flying. And so likewise, in this minor (I nearly wrote minor!) disturbance of the peace, our policy has been very definitely one of "carry on."

During the period of the subsidy we hoped, like most people, that the trouble would not come to a head, but like Cromwell we decided that in addition to watching and praying we should also keep our powder dry.

So we collected a few cobs of coal and were thus prepared to carry on in the factory. The risk of a general strike was also realised, so we were not caught unawares, and during April we had placed in our depots at

London, Birmingham, Glasgow, Manchester, Liverpool, Cardiff, Newcastle, etc., stocks sufficient for three or four weeks. Thus, when the stoppage came our "local stations" were ready to broadcast supplies in their own areas and the "high power station" at Halifax was free to fill in the gaps.

Our road transport plans were already made and, on the very first day of the "total stoppage of everything" we despatched four van loads—carrying collectively over 20 tons. Never a day went without two, three or four vans leaving the works. We got as far west as Plymouth, down to the South Coast, to Wales, to the East Coast, and at the moment when "cease fire" came over the wireless, the writer had a batch of orders for Aberdeen, Inverness, etc., in front of him, planning a long-distance van delivery.

## Press Advertising

Our Press advertising was perforce stopped—for a couple of weeks. We tried to avoid being out of the papers by offering to take a whole page in the first issue of the *British Gazette* as soon as we heard the rumour of its publication, but we were in advance of Governmental journalistic enterprise and the scoop did not come off.

We had a *Daily Mail* front page due on May 7—but of course that was "postponed." However, friend Hoey found us a "front" within a day or two of renewed publication, so we lost little time.

This was followed up with whole pages in the *Daily News* and *Daily Chronicle* and the rest of our suspended newspaper scheme was completed.

Our poster which was half printed was proceeded with as soon as the men came back and is now on the walls.

So it will be seen that so far as our advertising is concerned we have practically "ignored" the strike and strike conditions. Now and then we have had to hold up insertions owing to the threatened cutting off of electric power, but except for temporary reductions we have got through without any handicap except that we could not work the factory "over-time" when we wished.

## Reward of Boldness

And the reward of this bold policy is that our sales for the period May-August are actually up on the same period of last year—rather a remarkable result in view of the fact that the public spending power is so much reduced, and probably the only explanation of the *increase* is that we have picked up some trade which somebody else didn't think was there!

Quite frankly, we have almost forgotten at times that there really is a strike on. We have launched our lines—and found them go with a rush. Our travellers sold in the month of June some tons of chocolates—at a time of the year when according to tradition "nobody buys chocolates"—and again we can only think that someone else's "waiting for the strike to end" left a denuded market for us to fill.

We have four new lines almost ready for the market and in continuation of our policy we shall launch these as soon as they are ready irrespective of whether or no Mr. Cook has "a penny or a minute."

So our autumn plans will be normal, for we are in the fortunate position of having merely to "keep her running." We are saved the horrible "scrunch" and groan of starting up—and the prodigal use of juice required when that restart is at the foot of a hill.

# SIR CHARLES HIGHAM

*invites correspondence with Advertisers*

who desire that their advertising shall get the prompt and personal attention of the Principal of their Advertising Agency. Sir Charles devotes the whole of his time to his clients' business and is in a position to handle one or two more accounts.

Address: IMPERIAL HOUSE, KINGSWAY, LONDON, ENGLAND.

TELEPHONE:  
GERRARD 3251 (2 LINES).

MONOMARK  
BCM/FOYLE

TELEGRAPHIC ADDRESS:  
FOYLIBRA, WESTCENT, LONDON.

## W. & G. FOYLE LTD.,

DIRECTORS:  
W.A. FOYLE.  
G.S. FOYLE.

*Booksellers,  
Second Hand and New.*

OVER A  
MILLION VOLUMES  
ALWAYS IN STOCK

121-125 CHARING CROSS ROAD,  
LONDON. W.C.2.

The Advertisement Manager.  
"The Evening News"  
Carmelite House.  
E. C. 4.

July 28th. 1926.

Dear Sir,

When your Art Feature " A Guide for Art Lovers " was commenced in the "Evening News " in February last, we formed a very favourable opinion of its possibilities. We anticipated that it would interest large numbers of people who would be anxious to increase their knowledge of the various ramifications of Art- Fine and Applied - and Antiques.

It seemed to us therefore that we might look for good results from an advertisement pointing out that we hold a wide choice of books on the appreciation of art, on criticism, classification and the history of art, as well as books on collecting and allied subjects.

We are gratified to say that our anticipations have been fully justified, and the "Evening News " has brought us a large number of enquiries and orders.

We congratulate you on your enterprise and have pleasure in sending you herewith instructions to renew.

We are,

Yours faithfully,

W. & G. FOYLE LTD.

*W.A. Foyle*  
MANAGING DIRECTOR

# Ad. News in Brief

Interesting Weddings—Leaving Lever Bros.—Municipal Advertising News—Mr. Hyland Busy

## Death of Mr. Norman Watson

We regret to learn of the death of Mr. Norman Watson, son of Mr. Percy Watson, advertisement manager of the *Morning Post*. He was motor-cycling at Hastings on Monday night when he came into collision with a motor coach and was very badly injured. He died in hospital on Tuesday morning.

## Appointed Ad. Manager

Mr. W. W. Woodgate has been appointed advertising manager to Hudson Essex Motors, Ltd., Chiswick. He will have charge of all matters relating to advertising and sales promotion, working in conjunction with the Dorland Agency. Mr. Woodgate has been responsible for the Hudson-Essex publicity for some time.

## Another "Ideal Home"!

Mr. Marcus E. Parry was married last Monday and is setting up an "Ideal Home" of his own. On behalf of his friends and colleagues in the advertisement department of Odhams Press Ltd., Mr. Ernest M. Leman presented Mr. Parry with a "striking" gift in the shape of a handsome lacquer grandmother clock, suitably inscribed.

## Forthcoming Wedding

The marriage of Miss Ursula Murray (youngest daughter of Mr. Geo. Murray, director of Pool's Advertising Service) to Mr. Stanley Symondson, will take place on September 4 at St. Mark's, North Audley Street, followed by a reception at the Ritz Hotel.

## Mr. Hyland Prepares

The big scheme for advertising Australian fruit and butter in this country has now been prepared. Mr. A. E. Hyland, the director of Australian Trade Publicity, is now in London. The scheme, as explained fully in the WEEKLY on a previous occasion, has the financial backing of the Australian Commonwealth Government. The sales campaign is to start in about a week's time.

## Mr. Mugford in Atlanta

Mr. J. Douglas Mugford, formerly of the Alexandra Advertising Agency, London, and more recently of New York, where he conducted the A. A. C. of W. advertising campaign for the Philadelphia Convention, has joined the staff of the Cotton States Advertising Agency of Atlanta as director of plans and marketing. He assumed his new duties on July 1.

## Liverpool's £2,000

A grant of £2,000 a year for five years was approved by Liverpool City Council last week to assist the Liverpool organisation to advance the trade and attractions of the city. Sir John Utting, Chairman of the Finance Committee, said the organisation, which took the lead in running Liverpool's Civic Week, was raising voluntarily a sum of £3,000 a year from private sources. It was felt the time had now arrived when Liverpool should make some effort to keep pace with other large municipalities, who were booming their towns.

## Sir H. Morgan Leaves Levers

Sir Herbert Morgan is resigning his directorships of Lever Bros., Mac Fisheries and the subsidiary companies with which he is connected.

## TALKED OF THIS WEEK



Good holiday advertising for petrol

## Film to Help Markets

Brief reference is made in the annual report of the Manchester Markets Committee to a film which has been prepared showing the facilities afforded in the city for the importation and marketing of foodstuffs, its object being "to indicate to producers and others the importance of Manchester as a distributing centre."

## Imperial Conference Postponed

Mr. Baldwin has definitely stated in Parliamentary papers that as the result of a request received from the Canadian Government for a short postponement of the opening date of the Imperial Conference, in consequence of the impending general election, it has now been agreed between all the Governments concerned that the opening date shall be October 19 instead of October 5.

## Leeds Leads in the Air

The idea of the first inter-club Air Carnival, held in Yorkshire on July 24, was the conception of Mr. Stuart Hirst, the well-known publicity man, and the day's venture yielded a profit of £200. *Flight*, the official organ of the Royal Aero Club, commenting on the success of the pageant, says, "Good advertising throughout Yorkshire brought large crowds to the aerodrome despite its somewhat inaccessible position. In fact, the police at one time reported queues of motor-cars and charabancs up to two miles long awaiting admittance to the enclosures."

## Rate Cards Wanted

Wood's Advertising Agency, 86, Snow Hill, Birmingham, ask for rate cards of all publications.

## Liverpool Removal

Joseph MacDowall, advertising agent, has removed to 16, South Castle Street, Liverpool.

## Southport Press Publicity

Southport Chamber of Trade have reported that their scheme of newspaper advertising has been highly successful, and has been one of the best efforts made to advertise the town. Towards the scheme traders in the town contributed over £1,300.

## Torquay Advertising

Mr. F. Dobson, presiding at the Torquay Chamber of Commerce meeting, said they had collected up to the present £186 for the combined advertising fund. Thirty people gave £118. He did not object to the giving of small sums, but thought that all the traders in Torquay, small ones included, should realise that a subscription of 10s. 6d. to this fund brought its return.

## "Come to Britain" Campaign

The "Come to Britain" campaign, which is being launched to attract visitors to this country, is backed by the great commercial and industrial concerns, the shipping and railway companies and those organisations which cater for the entertainment and amusement of visitors. Sir Francis Towle is prominent in this new activity.

## A Museum of Commerce

To further the advertising of British goods, Hull Corporation has recently opened a Museum of Commerce. The various important manufacturing firms of Hull have contributed their share to the expenses of showcases and so on, and the exhibits are arranged by the municipal authorities to illustrate all stages in the manufacture, from the raw material to the completely manufactured article.

## "Empire Goods" Interpretation

Mr. Amery stated in the Commons last week that cotton-growing has been brought within the operations of the Imperial Marketing Board. The original interpretation of "Empire goods" has been widened, and £40,000 has been placed at the disposal of the Ministry of Agriculture for the investigation of British marketing methods.

## A New Agency

It will be seen from an announcement on another page that Mr. George Cuming has started a new agency, which offers service to a limited number of advertisers. Mr. Cuming, after long association with W. S. Crawford, Ltd., has set out with this new ideal in Agency Service, and we understand that, among other accounts, the whole of the advertising for Aladdin Lamps, Aladdin Pencils and also for Artesque Furniture has been entrusted to this new agency. In the past, Mr. Cuming has been associated with W. H. Smith and Son, with the St. James' Advertising Service, and in early days with the Perrier Water Co., when that firm was prominent amongst national advertisers.



# The Daily Chronicle

## **NET DAILY**

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## **SALE**

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### **CHARTERED ACCOUNTANTS' CERTIFICATE.**

30th July, 1926

Messrs. United Newspapers (1918) Limited,  
3/5, Salisbury Square, Fleet Street,  
London, E.C. 4.

We have examined the books of "The Daily Chronicle" for the six months ended 30th June, 1926, and certify that the average **Net Daily Sale** thereof during that period, exclusive of the Special Strike Editions and after deducting all unsold, voucher, complimentary, and free copies whatsoever, was:—

# 900,177

(Signed) DAVIES DUNN & CO.,  
*Chartered Accountants.*

32, Old Jewry,  
London, E.C. 2.

The above certificate discloses the exact Daily Net Sales of the complete "Daily Chronicle" during the period affected by the General Strike, the continuing Coal Strike and the consequent dislocation of transport and industry. For the last two months the certified figures show an **AVERAGE DAILY NET SALE** of

# 922,458

The July figures show **STILL FURTHER IMPROVEMENT.**

# The Daily Chronicle

IS THE

## **SECOND LARGEST DAILY NATIONAL NEWSPAPER**

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## Thorny Points in Postal Publicity

## Broadcasting by Reprints of Press Advertisements

By Max Rittenberg

"What is the effect on a prospect of sending him a reprint of a Press advertisement—as a kind of mailing shot?"

THIS is a general method in postal publicity which is sometimes used by very shrewd advertisers. A postal shot to householder customers, sent out by Harrods on the subject of wines—being a reprint of an advertisement in the *Times*, and accompanied by a matched-in form letter—is a good case in point.

Other such shots to the general public have been used, to my knowledge, by retail establishments of the highest class.

Manufacturers frequently use it, of course, to let retailers know what they are doing in the Press to stir up demand for their branded goods. A full page in a prominent daily newspaper is always reprinted and sent out in this way. No one will doubt the practical utility of the latter; but the question asked at the head of this article was really intended to cover the case of an attempted sale to the consumer, rather than a reinforcement of the travellers' efforts on the retailer.

Is it advisable? When is it advisable? What instances can be adduced?

## Not for Broadcasting

I am decidedly of opinion that it would not be advisable as a general broadcast message. The right medium for this is the Press—either newspaper, weekly or monthly. The post is too expensive for broadcasting.

(The detailed figures of these costs have been given in previous articles in this series.)

The great and unique value of the post as an advertising channel is the power of selecting the people who are to receive the message, and confining that selection to men and women who are likely prospects, either because:—

(1) They are customers of the house, and already in the habit of buying from it.

(2) They are strangers, but may be assumed to know of the house by general reputation; and they are chosen because their names are in a "Blue Book" or their house rentals show that they possess the income for buying luxuries.

(3) They are strangers, but belong to a class or profession or line of business which will be particularly interested in the goods offered—as opposed to the general public with a lukewarm interest or no interest at all.

In the case of the Harrods wine circular, it was no doubt mailed in the first place to all credit customers. This list would undoubtedly give the biggest percentage return in orders. I understand it was also mailed to certain lists of householder prospects with a rental of so-much and over. This list would give a much lower percentage of orders. If one were to try to choose individual men in professions or trades who would be especially interested in buying wines, I would be at a loss to suggest any beyond regimental messes and club secretaries or stewards. These would be very reasonable circularisings.

## Is a Form Letter Necessary with the Reprinted Advt.?

Harrods used it with their reprint from the *Times*. I agree. The business message by post has to be *personalised*. The form letter, matched-in, makes it personal (or semi-personal) to the man addressed.

In other business instances of this type of postal shot which come to my recollection, the advertiser and his advertising manager decided in favour of including a form letter.

## Are there Cases where no Form Letters are Necessary?

It is usually omitted when companies send out to their shareholders a reprint of a published company meeting report. This is a formal document, with no attempt at making sales. But it may well come to pass that industrial companies will see the advantage of using this postal message to carry a sales message also—to drive their team of shareholders to buy more, and recommend more, of the company's products. Dunlop's, in sending out a company report this year, made a definite effort at direct sales and recommendations.

A curious instance of no form letter being used—or even advisable—came in the attempt of a member of the public to secure a London flat at a time when flats were practically unobtainable, or being offered only at outrageous premiums.

He and his wife had tried for nine months to secure a suitable flat—through all the usual channels of house agents, answering advertisements in the *Daily Telegraph*, etc., and inserting advertisements. All these methods had failed.

Then the businesslike idea came to select a list of "prospects" and circularise them. The "prospects" in this case would be those who already occupied desirable flats in the neigh-

bourhood preferred. The names of such occupiers could be obtained from the local Town Hall.

A list of 50 was thus secured. Fifty copies of a *Daily Telegraph* classified advertisement were reprinted and pasted neatly in the centre of a good engraved letterhead. The whole 50 were then enveloped and shot into a pillar-box one evening—on the reasonable assumption that surely one prospect in 50 would be thinking of changing residence to the country; or getting ill, going bankrupt, going to prison; or otherwise vacating his flat!

In fact, two replies and offers were received out of the 50. The one exclaimed: "How on earth did you know I wanted to let my flat? I only decided it myself last night!"

Now, it would not be worth while mentioning the above if it were an exceptional private instance, not capable of being translated into business practice. But a little thought will show that it contains a *business* principle of importance, viz.:—

(1) A message set out in the formal print of newspapers has a peculiar value of its own.

(2) It tells the selected man who receives it (by post) that the same thing is *being seen by a number of other people*.

(3) It would therefore be of value in addressing suppliers, as an invitation to tender on keenly competitive terms.

(4) It would accentuate the value of an exceptional bargain offered for sale.

## Is the Reprint Method Preferable to the Regular Folder or Booklet?

Which will have the greater effect on the prospect?

If there were a choice between mailing to customers and to a selected group of prospects, either the reprint of triple-column advertisement in a daily newspaper (accompanied by a form letter), or a folder on the same subject (also accompanied by a form letter)—which would be preferable?

This is hard to answer without the specific case in front of one—nor are experienced advertising men likely to be in exact agreement. If my personal opinion were called for, I should answer:—

(1) "Easy" sale—great bargain—use the reprint.

(2) "Difficult" sale—use the special folder, with all its selling devices of broad space, ample illustrations and colour.

(3) As a variation of method in follow-ups—or as a variation in postal appeals sent out at short intervals to customers—use the reprint as a *change*, as a means of freshening, as "something different from last time."

## THE SOWERS

are two bright threads intimately woven into the rich pattern of life in the industrial centre of England. They provide the advertiser with innumerable contacts, here, there and everywhere. They are accepted parts of the whole scheme, and their advertisers are accepted with them.

TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4  
& WIThey GROVE, MANCHESTER



CHRONICLE



# Good Posters and Showcards at Royal Society Show

THE competition for industrial designs, organised by the Royal Society of Arts, has produced results that should give the advertising profession furiously to think.

At a private view of designs held in the Upper East Gallery of the Imperial Institute, South Kensington, we were impressed with the way in which the competitors, chiefly students of Schools of Art, had embodied much that is best in the modern trend of design and lay-out and had added novel treatments of their own conception with admirable effect.

## Bold Use of Colour

The competitors for the Cadbury travelling scholarship, the subject for which was the designing of two chocolate boxes, have produced some good work. Apart from the design of the winner, W. T. Rose, who has designed a cover for the "Good Night" assortment in which the central design is a candlestick in soft restful greys, one of the outstanding efforts is that of W. J. Newman. In this instance colour has been used with superb effect. The colours are brilliant and bold, and, with the name of the assortment ("Majestic") in mind, the main theme of the design has been made the snow-covered peak of a stately mountain.

So many excellent efforts were produced in the competition for the prize offered by Lever Bros. for the best series of six lay-outs for Sunlight Press advertisements that the prize has been divided into six parts. One of the most notable is that of Miss Olive G. Bourne, who has produced lay-outs with a wash drawing at the top of each, rather reminiscent of the work of E. McKnight

Kauffer, combined with well-balanced type display. Another excellent series, which secured a "Highly Commended" certificate, is that of Miss Dorothy Alice Boden. This series shows two little girls in spotless and entrancing white frocks, helping with the wash-day. They are all studies in wash drawing, and are entitled respectively, "Washing," "Carrying," "Hanging," "Folding," "Ironing" and "Finished."

In the competition for prizes offered by Caley and Son, for showcards, the first prize is well deserved. Miss Trueman has shown a group of three figures—Pierrot, the jester and a Puritan maid. It is a study in mauve, grey and yellow, and the heading—"Where Prudence and Folly Choose Alike"—is well chosen. E. A. Oldham has entered a showcard that has every appearance of a small poster. Flat colours are used, and a girl is shown selecting a chocolate from a box offered by her swain. "My Lady's Choice" is the title, and there is a selling idea in the showcard that should prove very potent.

## Appearance of Speed

One of the best designs for season-ticket posters for the Underground shows the legs only of a man and woman, using season tickets in the manner of skates. Mr. Browning has obtained a fine appearance of speed—one of the "season's" biggest attributes—and the design is very arresting.

The visitor to this exhibition cannot help being impressed with the all-round excellence of the advertising matter submitted, and the only feeling we had was one of pity for the judges who had to make the final choice.

# Advertisement Film in Shop Window

THE other day we saw a very large crowd round one of Selfridge's windows and, hearing one of the spectators inviting his friend to "come to the pictures," we went forward to investigate.

What we saw was a complete cinematograph in miniature. On a stand in the centre of the window was a screen, upon which was being projected from an invisible source an advertisement film, which worked continuously.

Finding out who were the makers, we went round to see them to ask for fuller particulars. We were there shown the "cinema" (it is called the "Capitol") at work. It is a small box, in which works a little motor and projector. The film is projected from the back of the box, out of sight of the audience, and the two ends of the film are joined so that it works automatically without a stop.

Among the novelties of this machine, which weighs only 24 lb., are an infallible automatic stop; an automatic oiling device that operates while the machine is running; an original cooling system; a new intermittent movement that prolongs the life of the film and insures a steady picture and quiet running; the simplest threading of any suit-case type of projector; a special lens bracket and mount that permit either rear or straight projection without changing the film winding; and an unusual lighting system that supplies a brilliant illumination.

Without the aid of an operator, it projects continuously from five to one thousand feet of motion pictures on 16 mm. non-inflammable film. There is little doubt that it will prove a great attraction for window displays, ticket offices and so on.

## THE FRESH-AIR ATMOSPHERE IN HOLIDAY ADS.

The out-of-doors atmosphere was very prevalent in the advertising during the holiday week-end and during the previous seven days.

The four advertisements reproduced on page 175 are typical. Interest attaches to the fact that every type of illustration is used to give the "fresh-air holiday" feeling. The thin line block is used in the Aertex copy, Pond's creams use an actual photograph with a line background, a wash drawing is chosen by Skippers and Plain Mr. York appears in ordinary line.

The holiday advertising of motor accessories and motor spirits was particularly good, and a specimen of the B.P. whole pages is shown in "Talked of This Week," in our "Ad. News in Brief" columns.

Cadbury's issued a good whole-page advertisement about their half-pound blocks of chocolate—a timely appeal in view of the fact that the blocks are particularly easy to slip in the pocket for holiday travelling. It was pointed out also that the blocks formed "an economical way to buy chocolate."

It is interesting to note that almost every sport and pastime has been the subject of advertising copy. In those illustrated on page 175, tennis, boating, fishing and the "garden siesta" are used, while motoring, golf and bathing have come in for their share of work.

## GOOD RESULTS FROM THE NORWICH PAGEANT

AT a meeting on June 28 it was announced that the receipts for tickets for the Norwich Pageant amounted to £2,285. From this one-sixth would be taken by the Entertainment Tax and £200, the price paid by Messrs. Jarrolds to obtain the printing of the handbook, would then be added, making a total of £2,100.

In addition, there would be the money realised by the sale of stands and properties and, as all the committees had kept well within their estimates, it was hoped there would be a good balance to hand over to the Norwich Publicity Committee.

The chairman of the Advertising Committee of the Pageant (Mr. P. G. Back) said that even if they had not made a profit, Norwich would have received more publicity during the last fortnight than any city in the kingdom.

## Norwich Official Guide

The official guide to the City of Norwich for 1926, issued by the Norwich Publicity Committee, is a 36-page hand-book. The front of its imitation vellum wrapper bears the City Arms and "City of Norwich" in Old English type, while on the back is a drawing of the City and its vicinity taken from an old map dated A.D. 1000.

Put **I**deas in your campaign  
It sells in the home

## PROSPECTIVE ADVERTISING

Some Registered Trade Marks and Names selected from various sources suggested as Potential Advertisers

**Gladsome.**—Indigestion powders. Reade Bros. and Co., Ltd., Cleveland Road, Wolverhampton.

**Ka os o r b.**—Medicated preparation. Kaylene, Ltd., 7, Mandeville Place, Wigmore Street, W. 1.

**Bremaco.**—Electrical batteries. Bremner, Olfen and MacKay, Ltd., 30, Great Clyde Street, Glasgow.

**Tapir Brand.**—Metal pudding pans. Altendorf and Wright, Ltd., 2, Vesey Street, Birmingham.

**Fyglo.**—Electric fires and radiators. Berry's Electric, Ltd., 85, Newman Street, Oxford Street, W. 1.

**Zorbit.**—Cotton towels. Ashton Bros. and Co., Ltd., 29, Portland Street, Manchester.

**Emeralda.**—Leather goods. James Harper (Londonderry), Ltd., 37, Duke Street, Londonderry.

**Abramay.**—Boots and shoes. A. M. Meyer, 9, Drapers' Gardens, Throgmorton Avenue, E.C. 2.

**Gardasel.**—Shirts, collars and pyjamas. Robert Gardner and Co., Ltd., 91, Mosley Street, Manchester.

**Tadamac.**—Waterproof garments. Thomas Adams, Ltd., 12, Stoney Street, Nottingham.

**Seir Burn.**—Articles of clothing. Adam Stewart and Co., Bristol Road, Sherborne, Dorset.

**Seaway.**—Canned fish. Room Lorna and Co., Ltd., 7, Grape Street, W.C. 1.

**Silverspring.**—Sugar confectionery. R. Windle and Son, Mount Spring Works, Waterfoot, Manchester.

**Sparkel.**—Tooth paste. Sparket Tooth Cream Co., Ltd., Holborn Viaduct, E.C. 1.

**Jix.**—Cleaning and polishing powder. Gerard Bros., Ltd., The Soap Works, New Basford, Nottingham.

**Komposill.**—Cleaning and polishing preparations. Hope, Hartope and Co., 43, Gower Street, W.C. 1.

**Nickleen.**—Polishes. Judge Brand Co., Ltd., Oakwellgate, Gateshead-on-Tyne.

### A TYPE COMPETITION

C. and E. Layton are to issue another edition of their popular type book. With a view to making this as useful and practical as possible, they are inviting copy and lay-out departments to contribute suggestions. Suggestions from men connected with advertising agencies will be received up to August 31. The one who offers the best suggestion will be asked to accept a gold watch or similar award. To others who offer practical advice will be presented a copy of the book, specially bound, with the name of the recipient worked in gold.

The suggestions required are:—

**Firstly.**—A lay-out showing any one face of type from 6-point to 72-point, the display to be on one or two pages, and designed to give the greatest assistance to copy and lay-out men. Pencilled roughs will be quite sufficient. Firished lettering or absolute fidelity to character is unnecessary.

**Secondly.**—Suggestions regarding additional typefaces to those already in the Layton range, ornaments, borders, initial letters, etc.

**Thirdly.**—A summary of the special features which are necessary for making a Typesetting Service completely efficient.

# Say it Where the Money is

There's a purse with money in it back of every railway traveller. That is why poster advertising on the 2,500 L.N.E.R. railway stations is at least one degree better than poster advertising anywhere else.

You can be perfectly certain that every man and woman who sees your display has some money somewhere. One cannot travel on an empty pocket.

And they do see it. Every poster is placed where it will be read, and is maintained in a clean condition by the Company's own staff. There isn't an unprofitable site on the whole system.

Balance these points against the economy of the rates, and decide to advertise to the "Buyer side of Britain."

## POST YOUR POSTER ON THE L.N.E.R

Apply for rates to the Advertising Manager, L.N.E.R., King's Cross Station, N. 1.

Telephone : - - - North 4200.

Telegrams : - "Vertishead, Rail, London."

### CATALOGUES BOOKLETS & FOLDERS &

We can give very Keen Prices, Highest Quality and a very Efficient Service for Large Quantities.

### CASTER & JELLEY, LTD.

'Phone (Private Exchange) Head Office and Works :  
PETERBOROUGH 172. PETERBOROUGH.  
London Office:—10, Lancaster Place, Strand, W.C. 2.  
'Phone: Gerrard 1577.

### BLOCKS.

LET US INTRODUCE YOU TO

### Service & Quality

GEE & WATSON LTD

111 SHOE LANE, FLEET STREET, E.C. 4

IF ITS  
*Retouching*  
RING  
MUSEUM 295  
C.D. LAWSON & CO.  
44 THEOBALDS ROAD, W.C. 1.



BCM/4ADS

## An Advertising Agency that counts

Sheldons Ltd., the original Service Billposting Contractors, have for the last two years earned a growing reputation as a Service Advertising Agency that counts.

Sheldons' clients are always ready to recommend the Sheldon Service.

Enjoying their full confidence the Sheldon Advertising Agency is in a position to count the results of its work, week by week. No trouble is too great to improve these results. This spirit of service accounts for the success which is attending Sheldons' clients.

**Press Advertising**  
**Poster Advertising**  
**Direct Mail Advertising**  
**Trade Advertising**  
**Dealer Helps**

and all other departments of printed salesmanship are covered by the Sheldon Agency's service.

### The Open Contract System

A distinctive feature of the Sheldon system is that all accounts with Newspapers, Billposters, Printers, &c., relating to a client's business are open to his inspection, together with all vouchers. The client is charged at exact net cost, plus a commission on the net amount.

# Sheldons Ltd

SERVICE ADVERTISING  
PRESS AND POSTER

**Sheldon House**  
**Queen Street**  
**LEEDS**

BCM/4 ADS

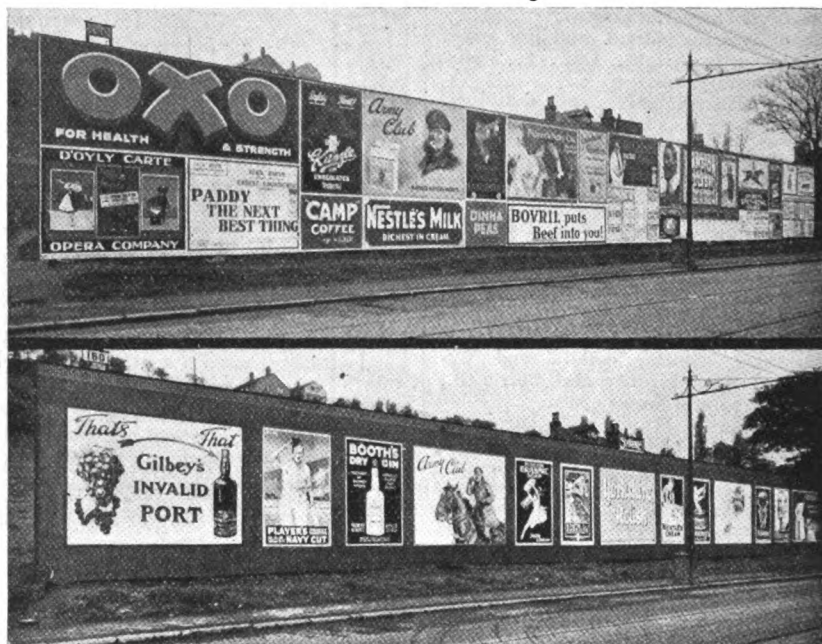
# Posters in A New Light

Panelled Hoardings—Yorkshire Billposting Improvement  
(From a Special Correspondent)

**B**ILLPOSTING, the Cinderella of the advertising family, will take a definite step upwards in public favour if the example set by Messrs. Sheldons, Ltd., in the West Riding towns is followed all over

limited extent, that the new system in part arose. But a desire for the general betterment of poster advertising was the leading motive.

The use of blanking, as billposters call it—that is to say of borders to



A hoarding shown (above) in the old style, and (below) in the new style. In the latter, the posters are separated and panelled, while a handsome frieze at the top adds to the striking and arresting appearance of each bill

the kingdom, as it certainly should be. Since the spring of this year all hoardings which they control are posted with a 10-in. border of neutral-toned paper, so that every poster stands out from its neighbours. Many of their posting stations have a frieze, further improving their appearance.

### Separation of Bills

But it is the separation of bills in the manner described which sets poster-advertising in so new and favourable a light. It would be impossible that anyone, however indifferent to advertising, should walk or drive through Leeds, Bradford, York, Keighley, Barnsley or a number of other towns in this area without observing the unusual aspect of hoardings and poster-stations in that part of the world. Instead of presenting the confused and untidy appearance which is so unpleasant where bills are crowded one against another, they have a neat orderliness rare in any other cities. All the positions on these Yorkshire hoardings are, in a sense, solus positions, and this admirable isolation tempts the eye, giving the poster-artist an opportunity to obtain full value for his efforts. It is from the demand for solus positions, which can only be fulfilled to a very

separate posters from one another on a hoarding—is, of course, no new device. For twenty years or longer, advertisers have sometimes individually ordered blanking. In a number of towns certain hoardings are always blanked out. As these are in prominent and well-travelled streets, advertisers are content to pay for the extra space. It gives them, if willing thus to pay for it, the equivalent of a preferred position in Press advertising. But these Yorkshire towns are the first in which this comely practice has been extended to every posting station, large or small.

It is worthy of remark that bordered posters, as standard practice, are introduced by the same house which sixty-three years ago was the first to introduce protected billposting stations, paying rent to the owners of property and thus giving the billposter, for the first time, recognised status and respectability. Prior to 1863, fly-posting, with small, ill-printed bills, a public nuisance and legally a misdemeanour, was all the poster advertising that existed. The late Edward Sheldon, founder of Sheldons, Ltd., was the originator of this reform. It is fitting that his descendant, Mr. Cyril Sheldon, President, should carry it so much further.



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Welcome Appreciation

SIR,—I welcome "ADVERTISING DISPLAY" as a leader in creating a better form of lay-out.

Display and lay-out have been in the doldrums for twenty years, and it requires initiative, imagination and energy of a new set of young men to give them fresh expression. So I think that everyone will benefit by studying your excellent publication, and I wish you success in your effort.

W. S. CRAWFORD.

## "Date-Stamped Advertisements"

SIR,—With reference to the last paragraph of Mr. Toohill's article under above title, we have made representations to the Postmaster-General and received a reply referring us to the power conferred on the Post Office Department by the Economy Act (1926).

Further steps are under consideration.

O. F. HUMPHRIES,  
General Secretary.

The Incorporated Society of British Advertisers.

## Stolen Space

SIR,—May I suggest one effective way to bring home to the Postmaster-General the moral, and ethical, aspect of his proposals to use the cancellation stamp for advertising purposes?

If at the next General Election the

P.M.G.'s political opponents could be induced to pay the P.M.G. to deface the stamps on the P.M.G.'s election address with an admonition to his constituents not to vote for the P.M.G., the true significance of his intention to purloin obviously valuable space on matter temporarily in his custody would be conclusively demonstrated to him.

Some years ago it was my privilege to point out the possibility of such a contingency to a former Postmaster-General, who harboured a similar ambition. He promptly dropped it.

F. E. BUSSY.

## West African Periodicals

A correspondent has asked us this week for the names of periodicals (local) circulating through the West Coast of Africa, including native publications.

The following information, courteously supplied to us by the Department of Overseas Trade, has been forwarded to our correspondent:—

West Africa generally: The *African World*, 801, Salisbury House, London Wall, E.C.2, and *West Africa*, 28, Fleet Street, London, E.C.4, circulate in the West African Colonies.

Gold Coast: *The Gold Coast Leader* (The Manager, Boula Road, Cape Coast) (London representatives, W. Dawson & Sons, Ltd., 118, Cannon Street, London,

E.C.4.). *The Gold Coast Nation*, the Manager, Hamilton House, 2, Chapel Square, Cape Coast. (London Representatives, Messrs. Mather & Crowther, Ltd., 10, New Bridge Street, E.C.4.) *The Eastern Star and Akwapim Chronicle*, Accra. *The Voice of the People*, Accra. *The Gold Coast Independent*, Accra.

Sierra Leone: *The Sierra Leone Weekly News*, Oxford Street, Freetown. *The Colony and Provincial Reporter*, Charlotte Street, Freetown. *The Sierra Leone Guardian*, Regent Road, Freetown. *The Sierra Leone Times*, Freetown.

Nigeria: *Nigerian Pioneer*, Lagos (weekly). *Nigerian Spectator*, Lagos (weekly). *African Messenger*, Lagos (weekly). *Nigerian Law Journal*, Lagos (monthly). *Nigerian Advocate*, Lagos (weekly). *Trade Supplement to Nigeria Gazette*, Lagos (monthly).

Gambia: There are no newspapers printed or published. The Government Gazette, published fortnightly, is the only periodical. The Sierra Leone newspapers circulate in the colony.

## 53,692 Net Sale

The *Bolton Evening News* last week issued their latest net sale figures. The average net sale for the six months ended June 30 amounted to 53,692 copies. The average net sales for the twelve months ended on this day were 53,134 copies.

## Sheffield Football Guide

The *Sheffield Independent* has issued a noteworthy football guide. It consists of 128 pages, and carries some 65 pages of advertising.



IF YOUR GOODS ARE FOR WOMEN  
YOUR ADVERTISING IS FOR  
**WELDON'S**  
FAMOUS FASHION JOURNALS, 30 SOUTHAMPTON ST. STRAND, W.C.

# The best drawings *at the right prices*

**W**HETHER your advertising calls for dainty and charming art work or drawings of strength and character; explanatory diagrams or pictures full of atmosphere and suggestion; photographic realism or the latest phase of modern impressionism; restrained and dignified designs or treatment glowing with life and colour; in every case the Carlton Studio can give you just what is needed. No other single organisation commands the same sheer ability to draw, vivid power of characterisation, creative capacity of design and complete command of technique.

Thus, when you want the finest drawings that money can buy, CARLTON, with its artists of international reputation, offers you unsurpassable work at a lower price than you will be quoted elsewhere.

And when you need drawings at a low fixed price, CARLTON offers you better work at your price than you can obtain elsewhere.

*Come to* **CARLTON**  
*For Value in Art and Idea*

CARLTON STUDIO LTD.  
CARLTON HOUSE  
GT QUEEN ST.  
LONDON  
W. C. 2

TELEPHONE  
REGENT  
1827







# Good Ideas for Advertisers

*An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking.*

## The Waste of Selected Lines

Most sales managers know the trouble caused by travellers selling certain lines and missing sales on the rest of the range. It is a good idea to have a minimum order which includes a small quantity of each item in the range, or to offer a small extra discount to those dealers who stock all lines.

When advertising features only the main selling line, the consumer demand is bound to be stronger in that line, and it is only human for the salesman to take the line of least resistance. It costs no more in travelling expenses for the salesman to get an order for a number of items than an order just for the best seller. Just a little more persistence is needed, and that extra persistence will cut down one of the biggest wastes in selling.

An inducement can always be offered in the shape of display cases of complete lines, in addition to the other two ideas given above.—*Plus!*

## "Store News" Advertisements

The American stores are making full use of the "News Advertisement." One house issues full pages, drawn up in the form of news columns, and headed "Latest—Store News." Items describing current "offers," new goods, important staff changes that affect customers, extensions of premises, are prepared in true newspaper style, with one or more headlines each, according to their length and importance. Half the space is devoted to "news," the remainder carrying displayed advertising of the store. Such advertisements are not devoted to articles or essays on the store itself, as advertising on somewhat similar lines is in this country. The "reporters" find their copy in the day-to-day offers of merchandise, just as the copywriter who deals with displayed advertising does. Moreover, there is no desire to conceal the advertising nature of the page. Readers who scan the page do so with the knowledge that they are reading paid advertising, as is, of course, essential.—G. F. W.

## Town's Illustrated Envelopes

The Banbury Chamber of Trade in an effort to bring to the notice of manufacturers and wholesalers the natural and economic advantages of the town and district, have adopted for use illustrated envelopes. The design, printed in black and red, shows diagrammatically the position of Banbury as a manufacturing and distributive centre, with the slogan "England's Strategic Centre." 50,000 of these envelopes have been ordered at the outset by members of the Chamber.

## Idea for Drapery Trade

There is a good suggestion for the British drapery trade in the announcement that members of the Retail Traders' Association of New South Wales have decided to repeat their experiment of last year by having an official spring opening on September 1 next. The campaign is to include a special window poster containing the slogan "Official Opening of Spring September first, Buy Now for Sunny Days." Special newspaper advertisements will appear in the daily Press, and large quantities of stickers (which are to be a replica of the window poster) will be supplied for correspondence and parcels. Members are to make special window displays of spring goods, and will use the slogan in their newspapers advertisements. As a preliminary to the campaign the council called for competitive designs from the public for the window poster, and offered a prize of 25 guineas for the winning poster.

## Test Match Window

The Test Match at Old Trafford was the subject of a special window display at the stores of Messrs. Lewis's, Limited. In this window, named sketches of the 22 players were shown, each sketch appearing against a set of wickets. The background of the window consisted of a huge cut-out cricket bat between two large outline maps, one of England and the other of Australia, and electric lights showed the venue of the several test matches played. In the foreground a notice board recorded the latest scores from time to time. The fall of a batsman's wicket on the field was indicated in the window by the removal of the bails from the wickets supporting the sketch of the player concerned.

## "After Hours" Calls

Very often an order is lost because an office closes at 5 p.m. When a customer has business to place at 5.15 p.m., rings up a telephone number and is informed that "There is no reply," he is apt to be a little irritated. This problem often worries manufacturers who do not want to miss extra business but who cannot afford to employ a responsible executive as a night watchman. A New York advertising agency has adopted a novel idea. A printed slip is attached to every memorandum, stating that the company's executives are always on the job and adding that, if absolutely necessary, the person named underneath may be called on the telephone. Below is printed a list of executives with home telephone numbers, and a pencil mark indicates the person responsible for the particular job. There are often executives who do not mind being rung up after hours.

## Test for Salesmen

We were talking the other day to the head of a large retail shop.

"Some day," he said, "I am going to spring a surprise on my staff! I am engaged at the moment in drawing up a list of questions embracing the manufacture of my goods, the material with which they are made, and the different grades in the quality of the materials used. I am wording my questions as near as possible on the lines of those asked by various customers in my shop. I shall put these questions to my salesmen, and find out pretty well what each one knows of his job. I shall then act accordingly. I expect the direct result of my little experiment will be a drastic reshuffling of wages and positions!"

## Telegram Advertising

A 5-inch treble column space in the *Eastern Evening News* of July 19 bore the black headline "Copy of Telegram Received." Below this was the reproduction of a telegraph form which had been sent through the Post Office that day. It was addressed to the newspaper and signed by Batterbee and Son, a local clothiers', and the message, in italics, asked the newspaper to inform the Norwich public that owing to the death of the founder of the business the firm's clothing sale would commence the following day. The whole bore no sign of being an advertisement and gave the impression of being red-hot news.

## "After Hours" Salesmanship

A good salesmanship idea, which is unworkable in this country at present owing to the 8 o'clock closing regulations, but which may provide food for thought, was found to be successful by an American bookseller. He erected a bookstall outside an hotel. At eight o'clock he went home. He did not close his stall. He left it open and placed a large notice in the middle saying "Webster's Dictionary says 'Nine out of ten people are honest.' Take what you wish and pay the hotel clerk inside." One customer was actually overheard to remark "Guess I'll patronise this place. I like his nerve and confidence." During a three months' experiment, less than 1 per cent. of his customers failed to pay for what they had taken.

## In Touch With Schools

A north country sports goods retailer, who has a large school trade, at the end of the summer term invites the games master to send him all the school bats, accompanied by a list of required repairs. He then forwards an estimate, and overhauls all the bats preparatory to repairing them and storing them away till the following season. The oiling, overhauling, and storing is done free of charge, the only charge made being that for repairs. He does the same for the clubs which he supplies, and he finds that he materially strengthens the bonds of good will between himself and his customers and most certainly does not lose in the long run.—*Sports Trades Journal.*

**KEY A SPACE IN THE  
EMPIRE NEWS**  
*The Mail-Order Medium that pulls-and-pulls-and-pulls*

**CURRENT ADVERTISING**

**Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings**

Pools' Advertising Service, Ltd., have taken over the Press advertising of "Sol" perams and are placing the new term advertising for Clark's College, while the City Office placed the company meeting of Reville, Ltd.

C. Vernon & Sons, Ltd., have new business in hand for Clarnico.

Misani, Gooderham & Young, Ltd., have been giving out displays for Hutchinson Tyres.

T. B. Browne, Ltd., are again handling season advertising for Mansfield's Hotspur Football Boots and have also been booking space for Mackintosh's Toffee.

Smiths' Agency, Ltd., have been placing large spaces for Dr. Scholl's Foot Appliances, Sharp's Kreemy Toffee and Pond's Extract and Vanishing Cream.

W. M. Publicity Service, Ltd., are now handling advertising for Holloway's Pills and Ointment.

Max Rittenberg is the agent responsible for the advertising appearing for the Manufacturers' Life Insurance Co. of Canada.

Osborne-Peacock Co., Ltd., have increased in the dailies for Amami Shampoo and for Toblerone Chocolate and been booking space for Sparklets.

W. J. Southcombe's Agency is handling business for Phillips' Empire Pure Leaf Tobacco.

Lord & Thomas, Ltd., have been booking large spaces for Shell Motor Oil and Spirit.

Willing & Co., Ltd., are again giving out for the Character Ballot.

Edward Hunter & Co., Ltd., are increasing advertising for the Win-a-Car Crossword Competition.

Regent Service, Ltd., have extended in the dailies for B.P. Motor Spirit.

Clowes' Agency, Ltd., are booking space appearing for Bulmer's Ciders.

S. H. Benson, Ltd., have been increasing displays for Bovril, Skippers and Camp Coffee.

David Allen Services are placing for Beltex Handkerchiefs.

A. Bernard has renewed newspaper advertising for Manikin Cigars.

London Press Exchange, Ltd., have increased in the dailies for Cadbury's Chocolate.

Mutual Agency has recommended placing for Theo Noel Co.

Fredk. E. Potter, Ltd., have commenced giving out for a new Waterman line named the Ripple-Rubber Pencil.

Holford Bottomley Advertising Service, Ltd., have just issued orders for an extensive advertising campaign for Messrs. Jurgens, Ltd. (Pheasant Margarine).

Dorland Agency, Ltd., 14, Regent Street, have been placing advertising for Butywave, Henlys (the car agents), Eugene and Delco Light and Frigidaire.

Dorland Agency, Ltd. (City Office), were responsible for placing the advertising of the company meeting of the East Asiatic Rubber Estates, Ltd., and Wellman Smith Owen Engineering Corporation, Ltd.

George Cuming is handling for Aladdin Lamps and Artesque Furniture.

# THE NORTHERN DAILY TELEGRAPH

is the

## LEADING EVENING of NORTH AND MID LANCASHIRE

Largest net sale  
and the  
accepted home newspaper

Head Office:  
Blackburn.

London Office:  
151, Fleet Street.

Use the  
**WOMAN'S MAGAZINE**  
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bowdrie Street, E.C.4.

Telegrams: Tracts, Fleet, London.  
Telephone: Central 8428-8429.

# Northumberland

is efficiently covered from Tyne to Tweed by the "Shields Daily News" which circulates in North Shields, Tynemouth, Whitley Bay, Monkseaton, etc.

"Blyth News  
Ashington Post"  
(a bi-weekly) circulating in Blyth, Ashington, Morpeth, etc.

"Alnwick and County Gazette and Guardian" published each Saturday in the county town, circulating from Morpeth to Berwick.

Write for full particulars:

Advertisement Manager,  
The Northern Press Limited,  
Barrington Street, SOUTH SHIELDS.  
LONDON: H. Smale, 185, Fleet St. E.C.4

## SURELY THE CITY OF PORTSMOUTH

The First Naval Port  
in the World

The Finest and Largest  
Dockyard in the  
Kingdom, with its  
Splendidly Displayed

### POSTER STATIONS

Is worth the serious  
consideration of every  
Advertiser by Posters,

Portsmouth & District  
Billposting Co., Ltd,

74, ARUNDEL ST.

## We Hear—

THAT the talk of holidays has been as much in the air this week as the talk about business, and that both interesting topics have been freely discussed by those left in the Street to carry on.

THAT, as usual, the prominent people in advertising—whether in the giving out or the receiving—are making holiday during the current month and leaving the Seconds-in-Command to see things through.

THAT, thanks to the demands of certain advertisers who always find it a profitable spec. to make use of large spaces—and likewise good display—during a Bank holiday week both the Sundays and the dailies have made a very satisfactory showing.

THAT according to report, Margate and the Isle of Thanet resorts are as big favourites as ever with the advertising fraternity, especially the family men, while the East and South coasts with Devon and Cornwall, have attracted a goodly number; but—

THAT the fall of the franc has been all powerful in inducing many well-known Fleet Streeters to make a sojourn across the water either at the gay resorts of the French or Belgian coast line.

THAT there are others who believe in seeing their own country, and have announced their intention of covering a large mileage in the two or three weeks at their disposal, and who have fitted Dunlop's, and have left London satisfied at the prospect.

THAT the members of the Aldwych Club who are numbered with the left behinds, have, this week, been enjoying the hospitality of the Press Club, where they have been getting the glad hand and renewing former friendships; and—

THAT this interchange was to be further cemented with a billiards match yesterday (Thursday), an event which has come to be regarded as a yearly fixture while the Aldwychians find house room with the Pressmen.

THAT rumours in Fleet Street, to the effect that the Manufacturers' Conference would be held in Manchester in October have been confirmed, and that the date has been definitely fixed for October 6.

THAT Mr. P. J. S. Richardson, of the *Dancing Times*, and Mr. H. Simonis were competitors in the annual competition at the North Foreland Golf Club for the "Peace" Cups played this week.

THAT another instance of well-directed advertising has been disclosed in the annual report of Messrs. W. Barratt and Co., Ltd., advertisers of "Footshapes," whose profits for last year were at £87,469, over £2,000 up on the previous year; and—

THAT Messrs. Bass, Ratcliffe and Gretton, Ltd., whose advertising of "Bass" has for many months back been a prominent feature in newspaper announcements also publish in their report for the year ending June 30, a profit of £545,376, against £536,668 for the previous twelve-months.

## Advertising and Selling FORTNIGHTLY Markets, Merchandising & Media



15 CENTS A COPY  
Is this issue  
"Advertise Here" By Robert Jones Casson, "How to Advertise"  
By Kenneth Goss, "Advertise Here" on London By John H. H. H. H.  
By Kenneth Goss, "Advertise Here" on London By John H. H. H. H.  
By Kenneth Goss, "Advertise Here" on London By John H. H. H. H.

"The finest advertising journal we have ever read."

HERBERT GREAVES, LTD.,  
Professional Advertisers & Consultants,  
Merchants Chambers, 92, Market Street,  
Manchester.

The Advertising Department,  
"Advertising Fortnightly,"  
52, Vanderbilt Avenue, New  
York, U.S.A.

GENTLEMEN,—We were first introduced to your paper by an advertising friend of ours in Toronto, and some time back we received our first copy.

We thought you would like to know what we think of "Advertising Fortnightly." It is the finest advertising journal that we have ever read, and is eagerly read, from the directors downwards, through all our departments.

When it is returned to our files, it bears marginal notes from cover to cover, thus showing the great interest shown in its perusal.

Its great value lies in the fact that it gives actual concrete ideas and schemes, which have been tried out, and does not merely review specimen advertisements and the like.

Yours truly,  
p.p. HERBERT GREAVES, LTD.  
(Signed) H. Greaves,  
M.I.S.A.C.,  
Managing Director.

The *Fortnightly* receives praise equally enthusiastic from prominent executives on both sides of the Atlantic. Published in New York, U.S.A., every other week. Send your subscription (17/- a year) to our London office.

## Advertising and Selling FORTNIGHTLY

London Address: 66-67 Shoe Lane, E.C.4  
Year's Subscription \$4 (26 Issues)



## We Hear—

THAT Mr. Fred Simonis is off to St. Lunaire, near Dinard (with his golf clubs) for a summer holiday.

THAT the many friends of Mr. Percy Watson, advertisement manager of the *Morning Post*, have heard with great regret of the sad death of his son, Norman, on Tuesday, and—

THAT his death was caused by his motor-cycle colliding with a motor-coach at Hastings, the accident causing such severe injuries that he died in hospital.

THAT after two attempts to organise a local Empire Shopping Week by traders at High Wycombe (Bucks), the scheme has been shelved, and the committee in charge dissolved.

THAT Blackpool, which, like others of the most popular resorts, started the early season somewhat slowly, is now reaping the full benefit of its intensive Press culture, and is preparing for a continuation of big business in the autumn; and—

THAT its near neighbour and friendly rival, Southport, also enjoying a good season, is, through the local Chamber of Trade, which has done much good work for the town, organising a new newspaper advertising scheme with Mr. N. Seaborne as secretary.

THAT the Manchester Publicity Club has the prospect of much good work before it when Civic Week comes round in October.

THAT the Gordon Hotels have been publishing composite pages in the towns where certain of their hotels are giving information about the attractions of the places to intending visitors, backed by advertisers' announcements.

THAT "Smalls" are a new advertising feature of the *Evening Standard* and one of several likely to be introduced this autumn.

THAT the exhibiting of the *Daily Telegraph* film, "How a Great Newspaper is Produced," has resulted in £300 being contributed to the Cinematograph Trade Benevolent Fund.

THAT the late Mr. George Radford, of York Buildings, Adelphi, W.C. 2, well known as an agent to a former generation of advertising men, left £5,994; and—

THAT the late Mr. Alexander M. Ogston, chairman of Messrs. Ogston and Tennant, Ltd., the soap makers of Aberdeen and Glasgow, an associated company of Messrs. Lever Bros., Ltd., left (exclusive of large real estate), £376,663.

# BOLTON EVENING NEWS 53,692 NET SALES

To the CHAIRMAN and  
DIRECTORS of TILLOTSONS  
NEWSPAPERS LTD.

GENTLEMEN,

We have examined the Company's Books for the six months ended 30th June, 1926, and CERTIFY that the Average Net Sales of the "BOLTON EVENING NEWS" amounted to Fifty-three thousand six hundred and ninety-two (53,692) copies daily after deducting all unsold copies returned during the period, and exclusive of complimentary, free and voucher copies.

The Average Net Sales for the twelve months ended 30th June, 1926, amounted to Fifty-three thousand one hundred and thirty-four (53,134) copies daily.

We are, Gentlemen, yours faithfully,

COOPER & COOPER,  
Chartered Accountants,

49, EASTCHEAP, LONDON, E.C.3,  
and 10 & 12, Bowker's Row, Bolton.

July 13th, 1926.

TILLOTSONS NEWSPAPERS LTD.  
MEALHOUSE LANE, BOLTON  
London Office,  
TEMPLE BAR HOUSE, 23, FLEET ST., E.C.4  
Mr. Wm. Sheppard

Advertise to the Workers in the  
**World's Pictorial News**  
The Paper that goes out of the beaten track

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10<sup>d</sup>  
20 for 1/9 | 50 for 4/3  
100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM  
Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

174

*Sell to*  
**300,000**  
**Buyers**  
*through*  
**MORISON**  
**HOARDINGS!**

*Write for information to*

**MORISON'S**  
ADVERTISING AGENCY (HULL) LTD.  
BILLPOSTING DEPT.,  
ALBION ST.,  
HULL

ADVERTISING  SINCE 1893

## OFFICERS

of the Navy, Army and Air Force  
are continually referring to the

ARMY LIST  
NAVY LIST  
AIR FORCE LIST

and similar GOVERN-  
MENT PUBLICATIONS.

ADVERTISEMENT SPACES ARE  
AVAILABLE TO APPROVED  
ADVERTISERS IN THESE  
SPECIALISED ISSUES.

*Specimens and particulars of these  
and other advertising spaces on  
GOVERNMENT ISSUES from*

THE CONTROLLER  
(Advertising Department)  
H.M. STATIONERY OFFICE.  
WESTMINSTER, S.W.1

## We Hear—

THAT the broadcasting of Concert Party programmes gave an opportunity last Monday night for local entertainers to do a bit of wireless advertising with a concerted number they had named "Wonderful Westcliff-on-Sea."

\* \* \*

THAT Sir George Rowland Blades, Bart., chairman of Messrs. Blades, East and Blades, Ltd., has been elected Master of the Stationers' Company.

\* \* \*

THAT Messrs. Heinemann, who are to be numbered among the most widely advertising of the book publishers, are building large printing works with the most modern appliances at Kingswood, Surrey.

\* \* \*

THAT Messrs. Lever Bros., Ltd., have purchased extensive premises in Dublin for the purpose of opening a large new soap factory.

\* \* \*

THAT Mr. Philip de G. Benson has been racing all the week at Cowes in his Bermudian-rigged 51-ton yacht *The Lady Anne*, and—

\* \* \*

THAT there is no political or trade union significance in the fact that his flag is a black diamond on a blue ground.

\* \* \*

THAT the *Daily Chronicle* was the first daily newspaper to publish its net sales figures for the six months ending June 30, covering the strike period.

\* \* \*

THAT Sir Herbert Morgan is resigning his directorship of Lever Bros., Mac Fisheries and subsidiary companies.

\* \* \*

THAT C. & E. Layton have inaugurated an interesting competition in which a valuable award is offered to the copy or lay-out man who offers the best suggestion for improving the forthcoming edition of the firm's popular type book, and—

\* \* \*

THAT only those connected with advertising agencies may enter.

\* \* \*

THAT a little folder entitled "Bank Holiday Where To Go," issued by the Underground and L.G.O.C. groups, provided excellent and useful publicity, since it gave a list of holiday-making centres and detailed particulars concerning the best method of travel to each point.

The **SUNDAY CHRONICLE**  
*The Sunday Journal of the well-to-do*

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20' a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

Advance  
booking  
is always  
essential  
for **"PUNCH"**  
—“the paper that  
is England”

*Orders for 1927 are now  
being arranged*

MARION JEAN LYON,  
Advertisement Manager, "PUNCH"  
80 Fleet Street, London,  
E.C. 4





# As the sun sets on Sunday,

advertisers in the 'Sunday Pictorial' have the satisfaction of knowing their sales-message has, literally, 'gone home' to the 'worth-while' classes *as a whole* — to those who form the market for the bulk of the nation's good-class merchandise.

## *The* Sunday Pictorial

CIRCULATION OVER

TWO MILLION COPIES WEEKLY

### A Campaign in Itself.

Specimen Copy, Rates and Full Particulars  
will be sent on application to

SIDNEY D. NICHOLLS

ADVERTISEMENT MANAGER,

Geraldine House,  
Rolls Buildings,  
Fetter Lane,  
E.C.4.

Phone:  
Central 3440 (Seven Lines).

Telegrams:  
"Sunpicad, Fleet, London."



# The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING



Vol. 51

FRIDAY, AUGUST 13, 1926

No. 688

## Strong Protests Against Cancellation-Stamp Advertisements

Objections Lodged by I.S.B.A. and C.O.D. Association—"Appropriating Private Property"

CONSIDERABLE interest has been aroused by the article in the WEEKLY by Mr. J. C. Toohill on the Government's proposal to accept advertisements for stamping on postal matter by means of franking machines.

This means, of course, that commercial advertisements will take the place of the wavy lines which have recently been superseded by the slogan, "Buy British Goods," for the cancelling of the postage stamp.

In connection with the proposal, Mr. H. T. Humphries, general secretary of the Incorporated Society of British Advertisers, made the following statement this week, which also answers some of the statements made to the WEEKLY by the Post Office and published with Mr. Toohill's article:—

"The Incorporated Society of British Advertisers has called the attention of the Postmaster-General to objections which have been lodged against his proposal (under powers conferred by the Economy Act, 1926) to accept private commercial advertisements in place of the present 'Buy British Goods' cancellation stamp on letters, postcards and printed matter transmitted by post.

### Private Property

"The objections raised are that in principle it is a proposal to appropriate private property without payment or consent.

"For the Post Office to impress these advertisements on correspondence is as much an infringement of private property rights as is 'fly-posting' on Government or private property.

"Other objections are that in practice it will be impossible to avoid injury to the majority of

the users of the post through their communications being franked with advertising of competitive interest, and that it is unfair to place traders under compulsion to incur the rather

high cost of installing their own postal franking machines as the only alternative to their correspondence being made the medium for other people's advertisements.

### Doubtful Economy

"We have every sympathy with the Government's desire to economise, and no objections are made to the employment of this form of advertising to promote national interests or extend the use of the telephone, cash-on-delivery and other national services.

"But it is felt that to obtain revenue at the cost of introducing a dangerous precedent in State appropriation and providing opportunities for reasonable grievances on the part of the majority of the customers of the Post Office is a policy of doubtful economy."

### C.O.D. Objections

The I.S.B.A., moreover, is not the only important association which is against the new powers conferred upon the Postmaster-General by the Economy Act.

In a statement this week, the executive committee of the Imperial Cash-on-Delivery Association make clear their regret that the Post Office has now the power to use commercial advertisements on postal matter.

They point out that C.O.D. traders rely to some extent on the use of circulars.

They feel that the advertising of a possible trade competitor's goods, on a service bought and paid for by the sender, would tend considerably to neutralise the advertising message enclosed in the package.

It would be well for the Postmaster-General to consider the objections that have been raised, before he puts the scheme into operation.

### THIS WEEK'S PAPER

Correspondence Schools Not to Use "Situations Vacant"

*British Opinions on American Advertising Principles.*

Small Spaces Create Atmosphere  
—by Leslie Lewis

*How a firm Prepared the Ground for definite Offers.*

What Shall I Print on My Blotters?  
—by Max Rittenberg

Tramway Advertising Campaigns  
—by William Farrington  
*400 Traffic Companies Spending Vast Sums on Publicity*

A Church that Makes Advertising Pay  
*Novel Methods that Doubled a Congregation*

And all Regular Features  
*Ad. News in Brief  
Publication Notes and News  
Advertiser's Gazette  
Current Advertising  
We Hear, etc.*

THE ADVERTISER'S WEEKLY  
66, Shoe Lane, London, E.C.4.

# No "Situations Vacant" Ads. for Colleges

American Correspondence Schools' Agreement—"Not a Fair Medium"—Advertising Principles Adopted

**T**HIRTY-THREE leading correspondence schools in America recently met the representatives of the National Better Business Bureau in Chicago. These colleges are the ones that use display advertising, and they represent about 75 per cent. of the capital invested in bodies which offer trade, science, language, homework and commercial instruction and education principally by mail. They met the Better Business Bureau to discuss ways and means of accurate and effective representation of their service to the public.

## Public Confidence

Mr. Edward L. Green, managing director of the Better Business Bureau, in a subsequent interview, stated that out of the conference came the adoption and endorsement of a standard of practice for the advertising and promotion of educational service. Prepared by the Bureau after several years' careful research, the programme was unanimously accepted by those attending the conference.

One of the most important resolutions was that they did not consider the "Situations Vacant" or "Help Wanted" columns of the Press a fair medium for advertising their educational service.

Among the specific classes in the agreement were many which aim at the elimination of elements which endanger public confidence. The conference agreed to base demand for trained men on existing conditions, to base probable earnings on average, and to "describe employment features as and for what they are." In addition it was agreed to state specific offers accurately, to restrict limited offers to actual conditions, and to honour the conditions of time offers. The last item, of course, refers to the advantages offered if enrolment is made before a certain date.

## Accurate Description

Other standards adopted were to state advantages constructively, to offer instruction under correct name of firm and to describe accurately the exact type of education and service offered.

At the suggestion of the executives present, it was also agreed to differentiate between active and advisory faculty members, to keep information regarding prominent teachers accurate in respect to personal instructions, to specify the name of the school where classified advertising was used

and to exercise reasonable care in the selecting and acceptance of students.

An advisory contact committee was elected to co-operate with the National Better Business Bureau in the furtherance of the programme, and this agreement of principles should serve to build public confidence in a group of services designed to meet the public need.

Correspondence colleges form a very large business in the United

## British Opinion Divided

Classified Columns the Best Medium?—Views of Principals of English Colleges

Mr. R. P. Baker, managing director of the International Correspondence College, interviewed by a WEEKLY representative this week, said that he was in complete agreement with these American standards of advertising.

"I consider," he said, "that to advertise vocational training such as we offer, in the 'Situations Vacant' columns of the newspapers, is incorrect. That is why our advertisements never appear in that medium."

"When a man has his back against the wall, what he wants is a job and not training. That leads me to the point that I do not think it is right to guarantee jobs to those who undertake a course of training."

## Don't Sell Jobs

"We sell instruction—not jobs. With about two and a half million unemployed, I do not agree in any way with offering jobs to prospective students. Many big firms write to us for the names of students capable of certain work. We immediately circularise our branches to see if they know of such a man. But our men are not allowed to talk 'jobs' to prospective students."

Mr. Baker also mentioned the strict adherence to the terms of special time offers.

"When we offer advantageous terms for special periods, we close those offers on the exact dates. The result is that our time offers are respected as truthful and opportunity-giving."

Mr. Baker added that no posts were recommended to students unless the terms were salary, expenses and commission. "Commission only" was not regarded as a real position. If the British correspondence colleges could agree to the advertising standards adopted in America, he thought that it would have excellent results.

Mr. Wallace Attwood, principal of the Wallace Attwood College, who

States. The fact that thirty-three of the leading schools have met the Business Research Bureau gives some idea of the total number, for there are many score of smaller correspondence colleges that give training in every different branch of business.

With a view to ascertaining whether such a set of rules for advertising would be welcomed by the schools of this country, the WEEKLY has approached the principals of some half-dozen of the most important. The opinion seems to be divided on the definite clauses agreed to in America. Providing that advertisements are not in any way misleading, there seems to be a more or less general opinion that the "Situations Vacant" columns are quite a fair medium for correspondence school advertising.

has just returned from America, gave the WEEKLY some interesting sidelights on the advertising principles adopted.

He said that American correspondence colleges did not use the "Situations Vacant" and "Salesmen Wanted" columns because display advertising paid them better. For one thing, there were not so many men looking for better jobs.

## Cost Per Reply

"In the States," he said, "they have a more receptive public. They can get inquiries from display advertisements at between a shilling and a dollar each."

"I cannot agree that the 'Situations Vacant' column is a wrong place for our advertising, provided correspondence college copy is in no way misleading."

"I spend as much in classified advertisements as I do in display. But I will say this—if displayed advertising were suitable for our business, and if we could get results as cheaply from this as we do from the classified columns, the British newspapers would have a whole lot of displayed advertising from correspondence colleges."

Mr. Thomas Russell, when his attention was drawn to the American agreement, said: "There may be, both in America and here, people who do not 'base demand for trained men on existing conditions' (if this means base their statements about the demand thus) 'describe employment features as and for what they are,' 'State specific offers accurately,' 'Honour the conditions of time offers,' etc., etc., and I am sure it was very virtuous of the thirty-three leading correspondence schools to obey these principles. It would never occur to me to make a song about it, though."

(Continued on page 214)



# Small Spaces Create Atmosphere

Preparing the Ground for Definite Offers—Sowing the Seed of "Quality"—  
An Interesting Background Campaign

By Leslie Lewis

**I**N almost every business, there is a need for determining upon a definite policy and keeping to it strictly in every detail. There are certain trades in which it is possible to cater both for the general public, combining quality with moderation in price, and for the more moneyed class, for whom quality is the one and only consideration.

Tailoring is one of many businesses that must appeal to one of these classes. The tailor has to choose between two types of customer—the man who wants good clothes at moderate cost, and the man who believes that clothes make the man and that correct fitting and a good cut are more important than any consideration of price.

Mr. W. T. Rowe, of Rowe and Edmunds, tailors, Southsea, in consultation with Mr. R. McKean Cant, of the Northern Advertising Agency, Edinburgh, came to the conclusion that the avenue for the biggest advance in his business lay in the direction of a quality service.

## Selling Refinement

Mr. McKean Cant thereupon proceeded to prepare a series of thirty advertisements in which "quality" alone was emphasised. Each piece of copy appealed from this angle. Short headlines, crisp and to the point, dealt with style, taste, line, cutting, simplicity and personality. The copy pointed out, in effect, that self-respect, power and refinement were reflected in well-cut clothes.

In these advertisements, no specific offer was made. No mention was made of price. They were intended solely to get the idea of quality clearly and firmly into the minds of the public, to explain the individual service offered and, *in the end*, how economical that service was.

This is a typical piece of the copy-

writing which set out to attain this result among women:—

## STYLE.

Nobody can define style, but every woman instinctively realises its presence. If it is in clothes all the better, for it is there that her intuition helps her supremely.

We have the feeling for style and put it into every garment we make. That is the reason why women are so friendly to us, and why we are so invariably successful in making clothes that suit their personality.

The copywriting itself was distinctive, likely to appeal to the well-educated and discriminating man. It appealed to him in two ways. Some of the copy told the story of abstract things—the way in which to secure personality, distinction and so on. Other advertisements in the series emphasised the quality of the materials, the trimmings, the cutting and other concrete things.

It was subtle advertising—advertising that appealed to men from the broadest standpoint and firmly implanted in their minds the fact that they had in their town "the house of quality."

Thus, the ground was prepared.

These advertisements ran alternately or concurrently with another series in which quality was still emphasised, but in which a *specific offer was made*.

## Dual Object

The effect was obvious. Having been taught that the advertisements emanated from a house that offered only the very best in material and style the reader, seeing a definite offer, paid attention to it and gathered suggestions which he could look upon as reliable.

In other words, the "quality" copy not only gained prestige in itself, but it also prepared the way for the definite-offer copy, which was consequently most impressive and gained a hearing from the very people to whom it was addressed.

## Small Spaces Only


Another interesting point about this campaign is that only small spaces were used for creating the atmosphere of quality. The series of thirty advertisements, three of which are reproduced below, were all 4½ in. by 4½ in.

One or two national advertisers are, at the moment, running small spaces to back up their other "atmosphere" advertising, but in this case no larger spaces were taken at all.

The "quality" copy was long-view advertising, and direct results from it could not be—and were not—expected. Mr. Rowe has told me, however, that this type of copy has prepared the way for, and strengthened the appeal of, the definite-offer advertisements, and results from these have been larger than before.

In a nutshell, the quality advertising was the plough which turned up the soil and prepared the ground for the seed which was afterwards sown by the offers of specific articles.

**Quality in the Cutting.**



YOU cannot get good clothes without quality in the materials, trimmings, and workmanship, but the one great differentiating essential is the quality of the cutting.

If the clothes are well cut all is gained; if they are not, the quality in the other constituents is largely wasted.

Rowe & Edmunds understand this thoroughly. That is why they give such a fine service in the direction of their clothes are properly cut, and you receive satisfaction. You cannot wear out the style of their clothes until they actually fall in pieces.

**ROWE & EDMONDS**  
The house of Quality

55, PALMERSTON ROAD, and 51, CLARENDON ROAD, SOUTHSEA.

**SIMPLICITY.**

How carefully people use the word "simple." It trickles out of their mouths—"simple" life, "simple" style in English, etc.; but it is such a desperately difficult thing to realise.


But some people have mastered "simplicity," and we have done it in ladies' dress. As in other spheres "simplicity" in dress signifies the utmost of achievement. It means dress in fashion style, without fuss or meaningless frills. If you wish to see what can be done in this direction at a reasonable price, place a trial order with us.

Call or write for Catalogue.

**ROWE & EDMONDS**  
The house of Quality

55, Palmerston Road, Southsea, and 51, Clarendon Street, London, W.

**QUALITY.**



Every man who possesses an atom of self-respect appreciates quality, and unconsciously makes the possession of it one of his chief aims in life. It makes no difference what the pursuit is—whether something requiring the development of personal ability, such as business or golf, or whether it is something requiring the development of ability in others, such as a musical instrument or clothes—that man must have quality.

If it is clothes he wants the man of quality will turn instinctively to

**ROWE & EDMONDS**  
The house of Quality

55, Palmerston Road, Southsea, and 51, Clarendon Street, London, W.  
Call or write for Catalogue.

Three of the advertisements referred to in this article. They impress the reader with the fact that the firm caters only for quality tailoring

These advertisements ran concurrently with definite offers

Thorny Points in Postal Publicity

# What Shall I Print on My Blotters ?

By Max Rittenberg

**D**ID you know that advertising blotters have a "dictionary" of their own ?

Nor did I, until the "Dictionary of Blotter Advertising" was sent to me by the enterprising Standard Paper Manufacturing Co., of Richmond, Va., U.S.A.

Here is a little book entirely devoted to blotters—64 pages of it—all practical matter of definite interest to advertisers. For instance, they set out a thought-stimulating list of various kinds of text which have been actually used on blotters to give them *reading value* or *keeping value*. Those which seem to be pertinent to this side of the water are extracted below :—

## ADVANCE CARDS FOR TRAVELLERS.

Calendar with date of coming call ticked off on it.

## ANALYSIS.

As with ingredients for the home mixing of fertilisers, stated below.

## ANNIVERSARIES.

Dates of historical events.

## CALENDARS.

For almost any firm's use. In special relation to jewellers and florists, to ask : "Whose birthday or anniversary this month ?"

## CHARTS.

Time required to cook various foods.

The right electric light bulb for various purposes.

Weight of baby at different ages.

When and how to plant seeds.

When baby should be cutting his teeth.

Suitability of various motor oils.

Costs of usage.

Correct dress for every occasion.

Life insurance charts.

## COMPOUND INTEREST TABLE.

For savings institutions.

## CUSTOMS AND PASSPORT REGULATIONS.

For travel and luggage firms.

## DATES.

Fishing and shooting dates.

Dates memorable in history.

Sales dates, marked in red, by departmental stores.

## DIAGRAMS.

For planting of shrubs and flowers.

For colour harmonies in furnishing draperies.

## ENGINEERING DATA AND TABLES.

For technical advertisers.

## FORMULÆ.

For mixing cement, feeds, fertilisers, remedies, spraying materials.

## HISTORIC HAPPENINGS.

100 years ago ; or 50 years ago ;

or during year of establishment of firm.

## LIFE CHARTS.

Human, for insurance companies.

Materials, for timber firms, paint manufacturers, etc.

## MAPS.

Of the city.

Of the location of factory or office.

Of the country or rural neighbourhood.

## NAMES OF DISTRIBUTORS.

Useful in many lines of business.

## NAMES OF USERS.

Government departments ; prominent firms ; or well-known social names.

## NEWS.

As of coming tournament entries or other local events, e.g., for hotels to former patrons.

## PLANS.

For chicken houses, trellises, etc.

## POSTAL INFORMATION.

Suitable for many classes of firms.

## PREMIUMS.

Showing list of goods to be obtained by collecting coupons from packet goods.

## RATES.

For many kinds of service firms.

## RECIPES.

For manufacturers of food products.

## RECORDS (SPORTS).

For sports goods dealers, motor and cycle firms, etc.

## SAYINGS OF FAMOUS MEN AND WOMEN.

Very wide use for this.

## SCALES.

Words to inch.

Cost of blocks.

Colours and colour harmonies.

## SCHEDULES.

Local trains.

Long-distance expresses.

Sporting events.

## STORIES.

Brief inspirational stories or messages.

## SYNOPSIS.

As of books or movie films.

## TABLES.

Wage tables.

Boiling, freezing, or fusing points

—for technical advertisers.

Photographic exposures.

## TENSILE STRENGTHS.

For technical advertisers.

## TESTS.

As with eyesight tests.

## WORLD-WIDE INTEREST.

Foreign scenes, etc., for travel firms.

The above is sufficient to suggest the many kinds of useful—and *keepable*—message which can be conveyed in the limited space of a blotter.

Beyond that, there is the obvious blotting value of the blotter. Housewives undoubtedly like to have them—and there they are, right on the housewife's desk, at the very time she is thinking of the best ways to lay out the household budget !

Many business men also find the little blotter useful on their desk-tray, for the blotting of signatures.

It is quite clear that blotters can be a most acceptable form of advertising. And being acceptable to the receiver, it is reasonable to deduce that they will be profitable to the firm sending them out.

My own experience is that they are definitely profitable when rightly used. Which means : a crisp sales message, and a carefully selected mailing list. Retailers especially, to my knowledge, have found them a paying method of publicity.

A shoe store in a large Welsh town, for instance, swears by them. A different card is sent out each month—with the same general design, to save expense, but a different seasonable message and a different colour to add freshness.

By all means let them be used in a series—once a month is a reasonable interval—and they will then have undoubted cumulative value.

One point is worth stressing : Be sure that the blotting paper really does blot !

# "Come to Britain" Campaign

Scope Widened—Committee Meets D.O.T.

**U**NDER the chairmanship of Mr. A. M. Samuel, Parliamentary Secretary to the Department of Overseas Trade, representatives of steamship lines, railway companies, hotel companies, etc., met in conference, at the department on Thursday last, to consider how the visits of tourists from foreign countries to the United Kingdom can be encouraged.

A "Come to Britain" Committee, referred to previously in the WEEKLY, has been formed, with Sir Francis Towle as chairman. With last week's conference the scope of the movement has been considerably widened.

Mr. Samuel stated that the Government were in sympathy with the movement and recognised the great importance of securing the largest possible number of visitors, both as a means of promoting international amity and on business and financial grounds. He promised that the Government would give every assistance in their power. The conference felt that the work should be carried on as at present by the interests concerned, and cordially welcomed the sympathy and support of the Government.

It is suggested that propaganda should be placed in the newspapers of North and South America.





"something to sell," as Mr. Tompkins put it. What is more, there is competition.

Let us now examine the Chicago "Surface Lines" advertising.

This time the propaganda efforts of the Yellow Car Company tempted the Surface Lines to go into the Press.

The chief appeals are intended to underline the value of tramways to all concerned.

An interesting announcement, a little outside the "usual run," is that signed by Mr. Henry A. Blair, president of the Surface Lines, and in which a claim to right-of-way is made, by the tramways, over the horse-drawn vehicles.

"Since the old horse car days transportation engineers have striven constantly for greater flexibility and speed in the design of street cars, and the construction of road-bed. Modern equipment is capable of a high degree of efficiency.

"But when horse-drawn vehicles occupy street car tracks because of parked automobiles along the curb, cars are slowed down to the measured walk of the horses.

#### A Claim

"The Service relied upon for transportation by more than three-fourths of the population of Chicago should have a clear right-of-way with ample opportunity to use its facility to the best possible advantage.

"The street car rider lays the track, paves, maintains and cleans it. He uses only the part of the street for which he pays, leaving the remainder to other vehicles.

"It is unfair to him and it is detrimental to the interests of the general public to impede the traffic flow on through car line streets.

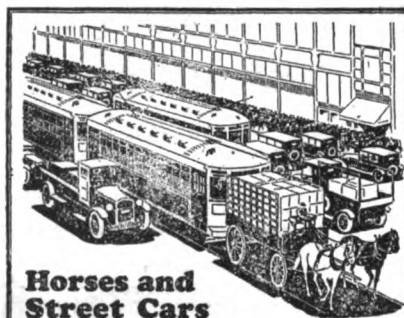
"When transportation must wait on a team of horses, the city is not getting the service modern conditions demand.

"A clear right-of-way for street cars would give Chicago more rapid surface transportation."

Such is the position taken by the Surface Lines—and the battle is going on at the present moment.

Here is another kind of appeal: To the parents:—

"The street car is the safest place in the street.



#### Horses and Street Cars

SINCE the old horse car days, transportation engineers have striven constantly for greater flexibility and speed in the design of street cars and the construction of roadbed. Modern equipment is capable of a high degree of efficiency.

But when horse-drawn vehicles occupy street car tracks because of parked automobiles along the curb, cars are slowed down to the measured walk of the horses.

The service relied upon for transportation by more than three-fourths of the population of Chicago should have a clear right-of-way with ample opportunity to use its facilities to the best possible advantage.

The street car rider lays the track, paves, maintains and cleans it. He uses only the part of the street for which he pays, leaving the remainder to other vehicles.

It is unfair to him and it is detrimental to the interests of the general public to impede the traffic flow on through car line streets.

When transportation must wait on a team of horses, the city is not getting the service modern conditions demand.

A clear right-of-way for street cars would give Chicago more rapid surface transportation.

**CHICAGO SURFACE LINES**

*Henry A. Blair*  
President

An advertisement in the Chicago campaign

"When your children go to school, on the Surface Lines, they are in the hands of trained men, selected with care and drawing the highest pay and working under the best conditions of any platform man in the United States.

"Operation on rails avoids many of the hazards to which vehicles weaving in and out of traffic are subject."

And so on, each sentence underlining a safety selling point.

A great quantity of figures is introduced in order to make all concerned better acquainted with the Surface Lines.

One underlines the fact that there was an increase of over three million users during August, 1924, as compared with August, 1923, and an increase of over ten million users in August, 1925, compared with the same month in 1924.

For the whole of 1925, says another advertisement, the Surface Lines transported some 1,515,572,630 people!

#### Advertising Habit

These two campaigns will give a fair idea of the town transport advertising in the States.

For the whole of the country Mr. Philip Schuyler, of *Editor and Publisher*, estimates that some 400 traffic companies are using advertising and that the appropriation has risen to about \$4,500,000.

The American Electric Railway Association is very anxious that the advertising habit should grow, and Mr. Labert St. Clair, its advertising director, is urging its members to "sell" traction facilities in the Press. He underlines the fact that traction companies are, in fact, "transportation merchants," and have a facility to offer.

As can be seen from the two typical examples, the tone of most advertising is that of "good will" advertising—not that of immediate selling. Details as to lines, fares, times, etc., are not mentioned.

In a recent interview, Mr. Storrs, the managing director of the American Railway Association, said: "Results pay a high tribute to the power of advertising. When our industry began telling its story to the public, one-sixth of its local mileage was in bankruptcy and the rest was headed for a crash.

"To-day practically every large property has emerged from receivership."

**IF YOU ARE SEEKING a new market we can help you.**

**In Holland we have a department whose pleasure it is to explore that market for your goods.**

**This investigation is free and without conditions. If your goods will not sell there we say so.**

**Send us a post-card.**

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY,**  
9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2

Manager—G. D. YOUNG.

'Phone: Holborn 5628.

Telegrams: "Egyptadco."

(Solely Publishers' Representatives—Not Advertising Agents.)

# Thou be our leader in the field, Keep thou thy armour bright

**H**ERE is a piquant contrast in the outlook on industry held by two manufacturers. One—a very eminent and distinguished industrialist—wrote us a few days ago in this strain: "I am afraid we have virtually resigned ourselves to relaxing our efforts in the retail end, and counting upon large volume sale in the usual trade channels as the most promising means of maintaining our turnover."

The other—the head of a firm with probably less resources—visited our offices and opened an interesting discussion by emphatically stating: "We are determined to be known all over the world as a — manufacturing concern." This firm has established a fairly large and prosperous business in one particular field, and the declaration was an announcement of a new departure.

A firm which resigns itself to relaxed effort in the retail end is in effect saying that it ignores the ultimate consumer—the man in the street and the woman in the home. If this attitude were universally adopted by the British manufacturer we should be treading the path to trade oblivion.

On the other hand, when the spirit of our visitor who says: "We are determined" to do such and such a thing pervades all branches of British production, no power and no nation on earth will prevent a speedy return to prosperity in this land.



**I**F thou be our leader in the field, Keep thou thy armour bright." We, of Saward, Baker and Co. Ltd., believe advertising to be the medium for keeping the armour of business bright. Modern advertising calls for such constant care, such everlasting need for freshness and a never-failing, never-varying attention to sound policy, that a business cannot advertise well and have its armour dull. If you would be the leader in your field you must keep your armour bright by sound, vigorous selling methods and forceful, well-planned advertising.

But in advertising there are degrees of efficiency. We claim to apply "the little more" to every branch of selling and advertising with which we deal, that makes the big difference in sales and in stability. It is a bold claim and one we substantiate by proof. We have helped to build, within the last quarter of a century, many firms who are leaders in their field. Those other famous firms

who more recently adopted Saward Baker Service did so, we believe, because of the soundness and virility of our past achievements.

Now we desire to associate ourselves with others who possess the determination to be leaders in their field, and thus assist to make Britain once more a land of plenty.

"If thou be our leader in the field, Keep thou thy armour bright."



## SAWARD, BAKER & CO., LTD.

Advertising from A to Z

Telephone  
Holborn  
5528 (5 lines)

27 Chancery Lane, London, W.C.2

Telegrams  
"Sabazi" Holb  
London

# Ad. News in Brief

Franking Machine Contract—New Appointments—British Jewellery Campaign.

## A New Position

Mr. A. L. Baird, who was for many years with Poole's Advertising Service, has joined the staff of Gordon Alexander Advertising Services.

## Mr. Richardson Leaves

Mr. Arthur O. Richardson, director of Samson Clark & Co., Ltd., left for New York last week. After a stay of about three weeks in U.S.A. and Canada, he continues his business trip to New Zealand and Australia.

## Joins B.B.C.

Mr. Ralph Judson, a Graduate of the Institute of Electrical Engineers, and for the last three years publicity manager to the Radio Communication Company, has resigned his position and is now assistant publications manager to the B.B.C.

## Date-Stamped Ad. Contract

The Postmaster-General has appointed Messrs. Frank Mason & Co., Ltd., to act as sole agents for obtaining orders for advertisements on postal matter by means of Post Office date-stamping machines, the new departure referred to in the WEEKLY.

## New Appointment

Mr. J. O. Hamerton has taken over the advertisement department of *Everybody's Weekly* and the Fleet Street office of the *Croydon Times*. He was previously with the Crane Paget Agency and the W.M. Publicity Service, and before that was in the advertising departments of Dickins and Jones, and Selfridges.

## Empire Food Exhibits

Ten thousand square feet of space in the London section of the British Industries Fair, next February, has been taken by the Empire Marketing Board for a display of Empire food products. The Department of Overseas Trade is making arrangements on behalf of the Board for the construction of a stand and the organisation of collective exhibits.

## Business Research Officers

At the annual general meeting of the Business Research Association at the old Colony Club, the following officers were elected for the ensuing year: President (re-elected), W. A. Cooke; Vice-Presidents, J. Menken and F. J. R. Macfadyen; Hon. Secretary, H. A. Abram; Treasurer, L. C. Blennerhassett; Additional Members of the Council, A. G. H. Dent and S. P. O'Connor.

## Australia's Market

The total value of the goods imported into and exported from Australia during June were: Imports, £10,661,566; exports, £10,228,457.



fine New Currants from Australia—where the sun shines!

They're here now, waiting for you, women of England!

SWEDS of new rich, juicy fruit: Australian currants, sultanas and raisins, this season's fruit, grown and ripened in the glorious Southern sunshine, picked only a few weeks ago by your British kinsmen of Australia.

Make your summer cakes and puddings fruity and nourishing with them.

SCATTER them over fruit salads.

Did you know that Australian currants are dried grapes? Ever so appetising and health-giving, and very easily digested.

MAKE THIS

AUSTRALIAN CURRANT BREAD

Sift together into a large bowl 1 lb. of flour, half-a-teaspoonful of carbonate of soda, half-a-teaspoonful of cream of tartar and a quarter-teaspoonful of salt. Add 3 oz. of Australian currants and mix with enough warm milk or buttermilk to make a fairly soft dough. Turn into a round loaf, or put into a greased loaf tin and bake in a fairly hot oven for three-quarters of an hour.

Buy now at your Grocer's

AUSTRALIAN  
CURRANTS  
Sultanas and Raisins

Issued by the Director, Australian Trade Publications, Australia House, Strand, W.C.2

On left, the first of the Australian dried fruits advertisements issued by Mr. Hyland; on right, the entrance of a famous cartoonist into the advertising field.

## Rate Cards Wanted

George Cumming, Ltd., 125, High Holborn, W.C.1, and Gordon Alexander Advertising Services, Ltd., 18, Charing Cross Road, W.C.2, are wanting rate cards for the London and Provincial Press and magazines of all kinds.

## Foresters and Publicity

In presenting the report dealing with publicity and propaganda at the High Court of the Ancient Order of Foresters held at Birmingham this week, the need for "sustained propaganda, useful publicity, and appropriate advertisement" was emphasised.

## Johannesburg Change

The South African Advertising Contractors, Ltd., have moved to new and larger offices at 88, Fox Street, Johannesburg.

## The Jewellery Campaign

The American jewellers have now subscribed over £140,000 for a national advertising campaign, and subscriptions to the British National Jewellers' Association formed for a similar purpose are, we learn, coming in very well.

TALKED OF THIS WEEK.

Bernard Shaw and Chesterton

If G.B.S. and G.K.C. could get together over a pipe of Bond of Union, they wouldn't dispute whether Vegetarianism or the Roast Beef of Old England is the better. They'd just enjoy life.

It is wonderful how life's little worries disappear beneath the soothing influence of Bond of Union, the tobacco that makes the perfect union between pipe and man, and friend and friend.

1/4 worth of Bond of Union smokes about as long as 1 1/4 worth of those new cheap tobaccos

**"Bond of Union"**

SMOKING MIXTURE

Specially prepared to give a cool even smoke and not to separate in the potch.

Care Bros & Co. Ltd. LONDON, LONDON & GLASGOW

## German Wireless Exhibition

The Berlin Wireless Exhibition is to be held from September 3 to 12 this year.

## Railway Cutting Advertising

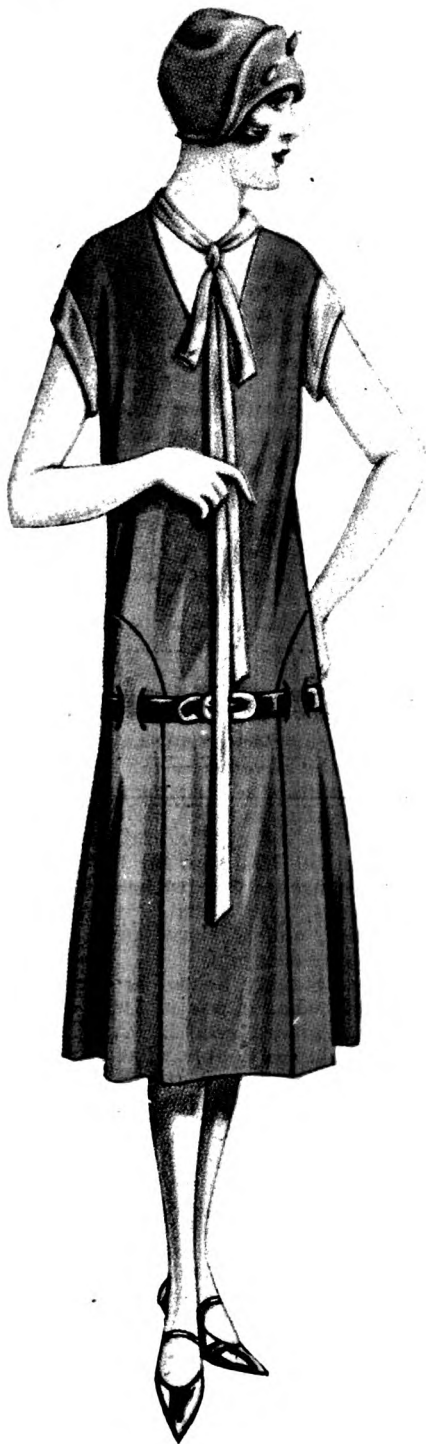
A new form of advertising has been introduced as an experiment by the L.N.E.R., near Oakleigh Park Station, Hertfordshire. It consists of enamel letters, two and a half feet in height, pronged nine inches clear of the ground along the side of the cuttings. The number of words is determined by the length of the cutting. It is stated that unsightly signs will not be permitted and the scheme will be confined to neat white letters.

(Continued on page 208)

KEY A SPACE IN THE  
**EMPIRE NEWS**  
*The Mail-Order Medium that pulls-and-pulls-and-pulls*



# 4 Free Pattern Issues of WOMAN'S WORLD



## FIRST BOOM NUMBER—SEPT. 25th

Well over half a million women will buy WOMAN'S WORLD and HOME COMPANION during September and October as the result of these special issues, which will be dated

**SEPTEMBER 25th - OCTOBER 2nd**  
**OCTOBER 9th - OCTOBER 16th**

A 100,000 INCREASE is anticipated as the result of these FREE PATTERNS, which will be extensively advertised by means of large spaces in the leading National and Provincial Newspapers, Posters and a very large leaflet distribution. The combined circulation of the two papers is expected to exceed

## 600,000 Copies Weekly

WOMAN'S WORLD and HOME COMPANION have been friends of housewives for more than 28 years, and the copies enclosed will give a definite indication of their value for either general publicity or mail-order advertising.

Every week they contain articles on Cookery, Fashions, Fancywork, Household Hints, Beauty Hints, etc. They are two of the most profitable of all the Women's Publications on sale to-day.

This extra circulation will cost you nothing, orders being accepted at the present

**COMBINED RATE :**  
**£100 PER PAGE or**  
**£5:10:0 PER INCH**

Why not use these four attractive issues? PRESS DAY is FOUR WEEKS IN ADVANCE of publication and to secure a good position please let me have your instructions early.

*Chas. R. Mansel*

Advertisement Manager.

**THE AMALGAMATED PRESS (1922) LTD.**  
**THE FLEETWAY HOUSE, FARRINGTON ST., E.C.4**  
Telegrams : Mistitled, Cent London. Telephone : City 0202.

**PRESS DAY AUG. 27th for SEPT. 25th Issue**

# More business for those who want it

**I**F you want more business, if you want to help your salesmen and increase their efficiency, sit down and design a folder or a circular. Post it to the right people and follow it with a call. If you have no time for writing circulars and would like someone to see the whole thing through as you would do it yourself, drop a line to the Hotspur Press and we will collect and arrange the facts in the most telling way. There is no obligation in this service, but you are certain to take it a step further when you see the kind of sales assistance we can give. Write to:—

## PERCY Brothers Ltd.

*The Hotspur Press*  
Whitworth Street West,  
MANCHESTER

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonagont, Fleet, London."

## A Church that Makes Advertising Pay

Dover Campaign Trebles Attendance—Using Posters, Spot Lights and Magazines—Novel Church Publicity Media

(From a Special Correspondent)

**T**HE Primitive Methodist Church in Dover is running a publicity campaign on up-to-date and business-like lines, proving that America is not the only country in which the churches have realised the necessity of advertising if they are to keep up—and increase—their congregations.

About four years ago, this church was running a small four-page magazine, called the *Messenger*, of which 1,000 were given away each month.

At about this time, Mr. Wallace E. Carter, a gentleman connected with the church, was asked to take over the proposition and put it on a proper basis. He was appointed publicity secretary.

### How It Was Done

Speaking to Mr. Carter this week, I learned how he started out to advertise this church on modern lines.

"First of all," he said, "I increased the booklet to eight pages. I also increased the advertisement space and by consulting the directory the circulation went up to 1,800 a month. During the next year I increased the *Messenger* to twelve pages and the circulation leaped to 3,000 a month. This year, I have made it a sixteen-page booklet, and the circulation is now 3,500. This increased distribution was necessitated by the starting of a big housing scheme. The booklets are distributed free, from house to house, by thirty distributors, and the result is that everything connected with the church is well in the limelight.

"This year," Mr. Carter added, "we are advertising in the Band Programmes, and we also have notice boards out all over the town, giving the preachers for the next nine weeks, and inviting visitors and holiday-makers to attend our services.

"We were the first church in the town to insert our advertisements in

the local papers, giving the preacher for next Sunday, and so on. Now all the churches are doing this and many are running magazines.

"During the past year, we have had several special preachers down from London. A special campaign was run for each, and advertisements were placed with the public vehicles, posters were used, and at night a spot-light advertisement was shown on an advertisement on a wall in the main street. This advertisement, which attracted the attention of thousands who pass this wall at night, announced the specially attractive visit of the notable preacher.

"We have used the tramways for advertising to a considerable extent, and arrangements were made with the tramway manager to secure special trams to take people to and from the church."

### Use of Posters

"In connection with our winter concerts, I arranged for posters to be done for each concert giving a full list of the artistes' names. The result has been we have had a crowded house at each. The series consists of five. They used to make about £40 on the five, but this last year we made the sum of £80."

This year, Mr. Carter said, he was placing the advertising for his journal in the hands of advertising agents, and he was getting in touch with them with a view to selling five full pages or more in the *Messenger* for 1927.

"If churches wish to keep up with the times," he added, "they must advertise, and we have proved that advertising does pay."

"Our Sunday School is double in numbers what it was in 1923, and it is not a graded school. Our Church membership is double what it was in 1923 and the congregations are treble what they were in that year."

## AD. NEWS IN BRIEF (Cont.)

### Godbolds Move

Godbolds, Limited, 8, Breams Buildings, E.C.4, announce that after 17 years at this address, they are compelled by increasing business to move to 1, Clement's Inn, Strand, W.C.2. The telephone number remains as at present.

### Lectures on Advertising

Mr. W. H. Harford, a director of Saward, Baker & Co., Ltd., commences an extensive list of speaking engagements on October 6, when he will address the Northampton Business Men's Association. On October 18 Mr. Harford is to lecture the Institute of Rubber Industries at the Engineers' Club, Coventry Street. Such organisations are taking a very healthy interest in advertising.

### Position "Next Sea"

Agency and newspaper men agree that a position "next sea" is preferable, at times, to a position "next matter." We have seen an excellent snapshot this week, showing Mr. Chas. W. Cropper, of the Curtis Agency and the Publicity Club of London, and Mr. E. R. Jackson, of *Ideas* and the Fleet Street Club *en famille* at Epple Bay, Birchington.

### Barker-Drabble's Outing

The principal and staff of Barker, Drabble & Co., together with one or two guests, held their annual outing on August 4, journeying to Hastings by road. Luncheon was taken at the Queen's Hotel, Hastings, and after a very pleasant day the return journey was made via Tunbridge Wells. Dinner was arranged at the Royal Oak Hotel, Sevenoaks.

# Concrete

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# NICLE

GROVE, MANCHESTER



*The  
Sunday Chronicle  
Concrete House  
at Kingsbury  
Designed by  
Sir Reginald Blomfield  
R.A.  
C*



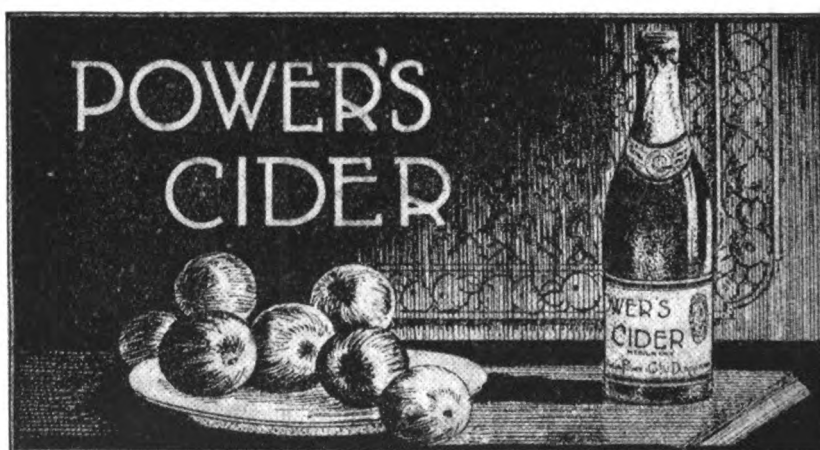
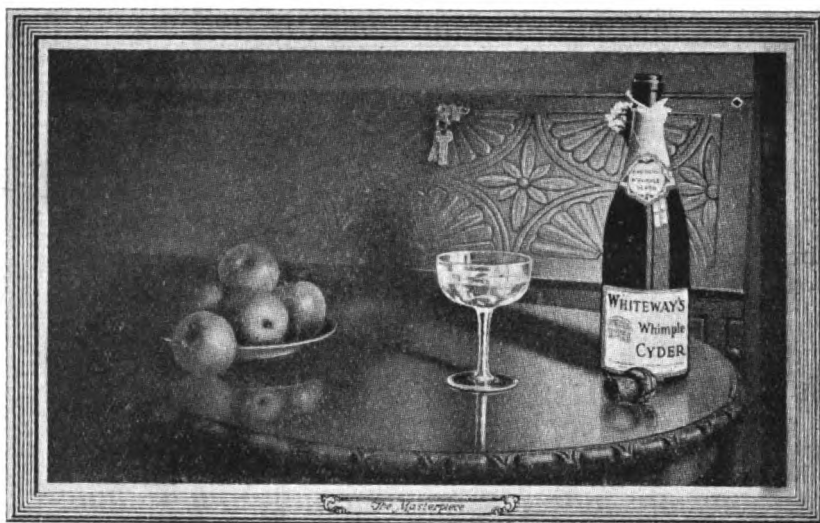
## SINCEREST FORM OF FLATTERY ....?

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*The agency that is not only expected to do its duty — but does it*

**COMPLETE  
ADVERTISING  
SERVICE**

Bertram Day & Co., Ltd.,  
9 and 10 Charing Cross, S.W.1  
Telephone: Gerrard 8063-4-5      Telegrams: "Adbertrada, Westrand, London."



## PROGRESS OF NEW ADVERTISING CLUB

Mr. Thornberry and Mr. Ling as Guarantors and Lessors

**T**HE committee of the Advertising Club, which has been working closely and cordially with the Fleet Street Club, have now faced and overcome the usual difficulties of leases, superior landlords, guarantors, renovations, furnishings, caterings, and so on.

How much time has been expended by the small band of honorary enthusiasts it would be difficult to calculate. But the result is that Mr. Robert Thornberry and Mr. Bertram Ling have become guarantors and lessors of the premises in Cursitor Street.

Those members of the Advertising Club who have paid their subscription fees in advance have rendered a great service to the new club. Their subscriptions date from the opening of the club premises.

Financial gifts have already been received from Mr. Walter Haddon and others, but until the company which is being formed is actually in existence, it is obviously impracticable to call upon the debenture stock which has been promised from influential supporters of advertising.

Mr. E. J. Trash, Hon. Organising Secretary, Colmans Advertising Agency, 3, Arundel Street, W.C.2, will be glad to give any further particulars.

There is every reason to believe that the early autumn will see the opening of the new premises.

## "MORNING POST'S" POSSIBLE CHANGE OF PREMISES

**T**HE following paragraph appeared in the Press on August 4:—

Messrs. Knight, Frank and Rutley are inviting offers for the freehold of the *Morning Post* office. It stands on a triangular site, having frontages to the Strand, Aldwych, and Exeter Street, and is a comparatively modern granite building, containing 50,000 square feet of floor space. The agents say: "We have reason to believe that a reasonable offer would be seriously entertained for the purchase of the freehold with vacant possession."

On the following day, the *Morning Post* stated that it was not true that "a reasonable offer would be seriously entertained" unless the offer were not only "reasonable" but in every sense satisfactory and attractive.

It is true, however, that the *Morning Post* is compelled to contemplate a change of premises. The present site is stated to be ill-adapted in both area of space and design to the production and distribution of a modern daily newspaper. Over a period of years the advisability of abandoning this building has been present in the minds of the directorate of the *Morning Post*.

The paper's decision to sell at 1d. instead of 2d., with a consequent increase in circulation, has been the deciding factor in looking out for more suitable premises.

# DAILY EXPRESS

## NET DAILY SALE

For the Six Months ended June 30, 1926

# 909,493

The above statement proves that on the published figures for the first six months of the year the **DAILY EXPRESS** has the second largest net sale of any national daily newspaper and the largest net sale of any daily paper printed solely in London.

5, London Wall Buildings,  
Finsbury Circus,  
London, E.C. 2.  
9th August, 1926.

The Manager,  
The London Express Newspaper, Ltd.,  
23, St. Bride Street, E.C. 4.

Dear Sir,

We have examined the books of the "Daily Express" for the seven months ended 31st July, 1926, and certify that the average net daily sales each month, exclusive of the special Strike Editions (after deducting all unsold copies returned each month, and exclusive of all complimentary free and voucher copies), were as follows:—

1926	Average number of copies per day.
January ...	887,395
February ...	900,660
March ...	922,307
April ...	937,281
May (general strike)	881,232
June ...	928,086
July ...	<b>933,406</b>

Yours faithfully,  
(Sgd.) DELOITTE, PLENDER, GRIFFITHS & Co.,  
Chartered Accountants.

# NO "SITUATIONS VACANT" from p. 200)

"The only resolution in the report which appears to me to call for any comment was that directed against the 'Situations Vacant' classification for advertisements. It seems to me that the insertion of advertisements for a correspondence school under this heading is unobjectionable provided the advertisement itself is perfectly straightforward. It would doubtless be immoral to obtain replies in this way by pretending that the advertisement related to a specific vacancy; but it would also be suicidal, from the point of view of a correspondence school."

## No Objection

Mr. Harold Herd, principal of the Regent Institute, said it was difficult to offer any useful comment on some of the clauses in the agreement, since he was not fully acquainted with the purely American conditions which they were designed to remedy.

"I do not see any objection," he said, "to the use of the 'Situations Vacant' columns by correspondence schools, provided that the announcement is properly worded. No British newspaper of standing would, of course, permit the insertion of any misleading advertisement. That schools should specify their names when using these columns is obviously

# ADS. FOR COLLEGES—(cont.

desirable. I gather that it is the disguised advertisement to which the greatest objection has been taken on the other side.

"The American schools are wise to aim at the elimination of elements that endanger public confidence. There have been instances of exaggeration in this country, and one or two gross examples of palpably dishonest guarantees, but it will be found that the reputable schools are very careful to avoid over-statement. Exaggeration defeats itself. I have just been studying one of the most blatant instances within my knowledge, and it is noticeable that the copy grows increasingly hoarse. It recalls the raucous accents of the quack medicine man in a market town on fair day. The average Briton is suspicious of the advertiser who shouts at him, and even more suspicious of the man who tries to lure him with stunts and offers that are obviously insincere.

## Clear Distinction

"I agree that a clear distinction should be drawn between the permanent instructional staff and those who merely contribute to the courses. It is also very important to describe accurately the instruction and service offered. Why it should be necessary to lay down that instruction should be

offered 'under correct name of firm. I do not know; possibly this refers to 'blind' classified advertisements.

"I am certainly in strong sympathy with the spirit of the agreement, though I do not think any similar measure is called for in this country. The advertisement departments of our leading newspapers and periodicals can be trusted to check any undesirable tendencies."

## No Deliberate Deception

Mr. B. G. Vickery, joint principal of the Metropolitan College, St. Albans, said: "The need for action such as that taken by the National Better Business Bureau presupposes a group of advertisers in which some of the important members deliberately attempt to deceive the public and adopt unfair means to discredit their competitors.

"I believe that, on the whole, British Postal Training Institutions maintain a high standard of integrity, and that while the efficiency of the tuition provided varies within wide limits, the wisdom of the slogan, 'Truth in Advertising' is generally appreciated.

"I am of the opinion that collective action on the American lines is not called for in this country, particularly as any attempt at misrepresentation must inevitably bring speedy retribution at the hands of the public themselves."



# JOHN SWAIN & SON, LIMITED

## *Art Reproducers*

### BY ALL PROCESSES.

*Telephone:*  
Central, 9333  
*Five Lines.*

89-92 Shoe Lane,  
LONDON, E.C.4

*Telegrams:*  
*Isochromatic,*  
*London.*



# AN APOLOGY

To all advertising Agents who did  
not receive voucher copies of

## EVE The Lady's Pictorial

With which is now incorporated

“The Gentlewoman and Modern Life”

In spite of the fact that the printing order for the issue of August 11th was greatly increased, we had to supply the Book-stalls etc., with every available copy, so great was the extra demand for this issue, following the incorporation of “The Gentlewoman and Modern Life” in “EVE” The Lady's Pictorial.

Steps have been taken to provide an adequate supply in future for all purposes.

# South Africa

provides abundant opportunities for those desiring to expand their market and develop export trade.

The mass of people spread over this vast and rich territory are prospective buyers of all ordinary personal and commercial goods.

One's interests in the marketing of goods in South Africa are best served by newspaper advertising.

## The Farmer's Weekly

is the most widely known paper published in South Africa.

Its circulation is larger than all other South African agricultural papers combined, including Government publications, and it covers the whole of the Union of Rhodesia.

*The Farmer's Weekly* gives a wealth of publicity which is unique because of its outstanding value.

## Ask for Specimen Copy

Fullst information on application to  
ARGUS SOUTH AFRICAN NEWSPAPERS LTD.  
72 FLEET STREET - - - LONDON, E.C.4.

### CURRENT ADVERTISING

Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings

David Allen Services have commenced placing the new Australian Currants scheme, and are booking forward dates for Wincarnis.

Smiths' Agency, Ltd., are handling a new line for the Cellulose Fibre Co., and have been giving out for Chivers' Jams and Allinson's Flour and Bread.

T. B. Browne, Ltd., have business going out for Dominion Dairy Co.'s Golden Acres Butter and Chilvern Cottage Cheese.

Greenly's, Ltd., are booking autumn advertising for Hugo's Language Institute.

J. Heritage Peters Service, Ltd. (Coventry) have placed a scheme for the Patent Point Electric Iron and Toaster.

Walter Pearce and Co. (Bristol) have an appropriation in hand for Cheltine Foods.

Fredk. E. Potter, Ltd., have new season advertising going out for Pelman Institute.

G. Street and Co. Ltd. (Serle Street) are booking new term displays for Pitman Schools.

J. Varney and Co. (Manchester) have been placing for Tetmal and Beecham's Pills.

London Press Exchange, Ltd., have increased newspaper advertising for Kruschen Salts and have been increasing for Grey's.

Lord and Thomas, Ltd., have a considerable amount of business for Wrigley's Spearmint appearing in provincial newspapers.

John Haddon and Co. are placing new instructions for Players' Cigarettes and Tobaccos, and have been giving out for Swan Pens and Lodge Plugs.

E. W. Barney, Ltd., have business in hand for Gregg Schools and Calvert's Tooth Powder.

Muller, Blatchly and Co., Ltd., have new advertising going out for the Dunstable Hat Co.

C. Vernon and Sons, Ltd., have been placing newspaper space for the Home and Colonial Stores.

Brookie, Haslam and Co. are again booking displays for Planter's Cigarettes.

G. Street and Co., Ltd. (Gracechurch Street) are handling new business for Sunripe Cigarettes.

Reynell and Son have been placing for Burberry and Nicolls.

Publicity Specialists are giving out freely for Irving's Yeast-Vite Tablets.

Pratt and Co., Ltd., have recommenced placing for Treasure Cot.

S. H. Benson, Ltd., have been increasing newspaper space for Rowntrees.

Sells, Ltd., have again been booking space in provincial newspapers for Liptons and have been issuing instructions for Waring & Gillow, Ltd.

Goldberg Advertising Agency are handling in Australia advertising for Army Club, Brinsmead Pianos, De Reszke, Rinso, Shavex, and Singer Cars, while they are placing in New Zealand for Amami, Army Club, Dewar's Whisky, H.M.V. Records, Lyons' Chocolates, Meltonian Polish, Harpic, and Morny Frères Perfumes.

Dorland Agency, Ltd., have been placing for Pratts' Motor Spirit and further business for Telephone Manufacturing Company, Wakefield's Castrol Oil, Royal Typewriter and the Frederick Hotels.

# 1,734,350

## Daily Mail

### NET DAILY SALE

**The Largest in the  
World.**

10th August, 1926.

WE CERTIFY that the average Net Daily Sale of The Daily Mail, after deducting all unsold and free copies whatsoever for each of the seven months ended the 31st July, 1926, exclusive of all special editions issued during the Strike, was as follows :—

January . . . . .	1,748,391
February . . . . .	1,758,461
March . . . . .	1,769,223
April . . . . .	1,759,576
May (General Strike)	1,775,295
June (Reduced Railway Services)	1,706,557
July . . . . .	1,734,350

(Signed) LEVER HONEYMAN & CO.,  
*Chartered Accountants.*

(Signed) E. LAYTON BENNETT SONS & CO.,  
*Chartered Accountants.*





## 'The Scots Observer'

Will carry your advertising message into 60,000 homes where "good living"—mentally and physically—is the habit.



This new Church Weekly Newspaper—non-sectarian in character and broadly representative of all that is best in life and thought—has the strong support of the Scottish Churches.

The paper is owned by the People, controlled by the People, in the interest of the People who are acquiring the 60,000 5/- shares which constitute the Capital of the Company.

And it is but natural to assume that Shareholders in "The Scots Observer" will support advertisers in "The Scots Observer."



Therefore, it will be "good business" to advertise the good-class products which meet the many needs of father, mother, the children, the maid, and the domestic pets.

The guaranteed circulation of "The Scots Observer" is 60,000 copies per week for the first four weeks, and the cost for space is 10/- per s.c. inch and pro rata Flat Rate.

Agency discount is 15%

Write for dummy and further particulars to—

JOHN M. MACLEAN & COMPANY,  
7, Royal Bank Place, Buchanan Street,  
GLASGOW.

# Publication Notes and News

## Change of Address

The *Argus* and the *Australasian* has moved to new head offices at 365-393, Elizabeth Street, Melbourne.

## Sir Charles Higham on America

Sir Charles Higham contributed to the *Yorkshire Evening News* on August 3, some interesting impressions of his last visit to America.

## Eisteddfod Issue

The *South Wales Daily Mail* on August 3, published a special issue in connection with the National Eisteddfod at Swansea. It contained three composite pages and the whole issue carried a large amount of advertising.

## Handy Tuesday Edition

Last Tuesday's and Friday's issues of the *Blackpool Times* were very representative of the advertisers of the district. The Tuesday paper is made up in an attractive and handy style, while the Friday edition is of ordinary newspaper size.

## India in London

Messrs. Thorne's, Ltd., of Calcutta and Bombay, proprietors of *The Indian Railway Gazette* and *The Planters Journal and Agriculturist*, both published in Calcutta, have now opened their own London Offices at 69, Fleet Street, E.C.4. The office is under the control of Mr. Theo. H. Thorne.



A group of Publicity Club of London members, taken on the visit to the Rotary Photographic Company's works.

## The Last "Gentlewoman"

*The Gentlewoman and Modern Life*, having been acquired by *Eve*, appeared for the last time as a separate journal on August 6. From that date onwards it becomes incorporated in *Eve, the Lady's Pictorial*.

## 4,000-a-day Increase

The *Sheffield Daily Telegraph* has issued its net sales for the quarter ending June 30. The average daily sale for the period is 63,086, which exceeds the figure previously issued by some 4,000 a day.

## "Big, Bold Publicity"

With the above as a heading, the Borough Billposting Co. have this week issued some splendid cards, 12 ins. by 9½ ins., showing a Beecham's Pills 48-sheet poster on one of their hoardings. The way in which it is produced and displayed is excellent, with a big border separating it from the other posters, making it stand out boldly.

## Helping Sheffield Trade

On July 30, August 2 and 3, there appeared in the *Sheffield Daily Independent* three articles by Mr. Boyd Cable on Sheffield trade. In one article he pointed out that Sheffield needs a sound scheme of publicity and marketing, and that if this were instituted the "sales of high-quality goods at high-quality prices would take such a leap as would astound and delight Sheffield."

## Losing Dominion Markets

Mr. Ernest Morison, of Morison's Advertising Agency (Hull), Ltd., has written a very absorbing little booklet in which he gives some interesting explanations of "Why Britain is losing its Dominion markets."

## Statistics Well Prepared.

The International Research Bureau have just prepared for the *Hexham Courant* a very fine booklet entitled "Ever Widening Circles." The most important statistics concerning the paper's area have been compiled by the Bureau and presented to advertisers in the most interesting and easily understood form.

## Map that organises Sales

Something for which sales managers have been waiting for years has been published in an excellent form. It is called the "Sales Manager's Map of Great Britain," and it shows at a glance (by means of a carefully thought-out range of symbols and types) the business possibilities of every part of the country. In this manner, it helps the allocation of territory to the very best advantage, and enables the salesman to cover his ground in the most economical and speedy manner. Sales managers should find the map an immense help in organising a sales campaign, for it gives clearly, and without a mass of useless detail, just the features and information required for a well-thought-out plan. It is published by the Fleet Sales Service, Ltd.



## *His Influence will be felt in British Homes*

The October issue of THE SUNDAY AT HOME, the first of a new volume, represents an opportunity for Advertisers to enjoy, *at ordinary rates*, the benefits of increased circulation and enhanced publicity value that will surely result from the important changes that are being made in this firmly established old favourite.

The new Editor, Mr. Kennedy Williamson, author of "The Uncarven Timbers," etc., and a contributor to "T.P.'s and Cassell's Weekly," "The British Weekly," "The Bookman," "The Presbyterian Messenger," "Great Thoughts," etc., is making the following innovations, which will be widely advertised in the Daily Press and Religious Periodicals.

### A NEW SIZE

THE SUNDAY AT HOME will in future be 9½ inches by 6½ inches, a much handier size from many points of view. The number of pages will be increased up to 96.

### NEW COVERS

Commencing with this October issue there will be a new coloured picture cover every month to give THE SUNDAY AT HOME added attractiveness in the home and on the bookstall.

### NEW AUTHORS

Mr. Kennedy Williamson will introduce new Authors to enhance the established reputation of THE SUNDAY AT HOME for gripping fiction, and sympathetic articles of general interest and appeal.

### NEW FEATURES

There will be no long drawn out serials, but several complete stories in every issue, and a variety of serious, humorous and informative articles illustrated by drawings and numerous photographs.

*The*

# Sunday at Home

Write for Specimen Copies, Nett Sales and any further particulars to:—

**MR. CHARLES ARNOLD,**

*Advertisement Manager,*

**4, BOUVERIE STREET, LONDON, E.C.4**

'Phone: Central 8428-8429.

Wires: "Tractsfleet, London."



## Performance is the Best Promise . .

The astute business administrator prefers to entrust his advertising to firms of performance rather than to firms of promise—for performance is the best promise.

The fact that DORLAND has served numbers of Britain's greatest advertisers for an unbroken period of many years is the best possible promise that it is able to serve YOU efficiently and exceptionally.

Consult us upon all matters relative to advertising in Great Britain, the European Continent, or any part of the world.

A Director of the Agency will attend your offices for a conference at any time without placing you under any obligation.

## DORLAND AGENCY LTD.

Dorland House,  
14, Regent St., S.W.1.  
Paris, New York, Atlantic City,  
Buenos Aires, Rio de Janeiro.

THE BEST FREE GIFTS.

### SOFT TOYS

Illustrated Catalogue on Request.  
MANUFACTURERS, Est. 1914

THE TEDDY TOY CO.,  
45, GOLDEN LANE, E.C.1.

## We Hear—

THAT this week has seen the reappearance in the Street of several well-known figures in the business of advertising, looking bronzed and fit after their well-earned holidays.

THAT the Aldwych Club, looking spick and span, reopened its doors on Monday, and the attendance has shown that not *everybody* is at the seaside or country.

THAT the billiards match between the Aldwychians and the Pressmen last week showed a sad falling away in the play of the former, only one representative winning his game; but—

THAT disappointing result had little or no effect on the spirits of the players, who enjoyed every minute of the game and the geniality of their hosts so generously shown afterwards.

THAT the summer sales although a past event in London advertising are now being energetically run by shopkeepers in Midland and Northern cities and towns, and the fact being freely advertised.

THAT there are hopes that the advertising of wireless apparatus will get a new lease of life next month, when the all-British Radio Exhibition is opened at Olympia.

THAT a good idea—and excellent example—is being shown in the advertisements of the Gordon Cleaning Co., Huntly (in the far-off Highlands) appearing in the illustrated weeklies where a "rider" has been added stating that Huntly is a nice place for a holiday.

THAT at the North Surrey Golf Club last Saturday, Mr. A. E. Hale won the junior medal with 82—13—69, and at Wanstead, Mr. H. J. Ashwell (18) was all square in the bogey competition.

THAT to-morrow (Saturday) the wedding takes place at Esher of Mr. Arthur Phillips, of the *People*, and Miss Joan Blatchly, daughter of the late Mr. W. Arthur Blatchly.

THAT there will be a substantial amount of advertising space available next month when the Underground Railways open the new extension to Morden; and—

THAT judging by past efforts it may be anticipated that the company, both by poster and Press, will again show its faith in publicity methods to acquaint the travelling public with its new services.

THAT Mr. Philip de G. Benson's yacht, *The Lady Anne*, figured among the prize-winners at Cowes last week.

THAT a once familiar advertised line has made its reappearance in the newspapers—the Bosch Magneto—*with* a list of selling agents in the country.

THAT the late Mr. Francis R. Powell, of the Birmingham firm of Messrs. Powell and Hanmer, Ltd., advertisers of cycle and other lamps, left £186,948.

THAT the famous *Punch* artist, Mr. E. T. Reed, is contributing a series of characteristic E. T. R. drawings of celebrities to illustrate the advertisements of Cope's Bond of Union Tobacco, thus adding another black and white artist of note to those who have turned their attention to advertisements.

THAT the season's advertising of the manufacturers of photographic films and cameras is benefiting by the number of newspapers and periodicals who are running "Happy Snapshot" competitions.

THAT one healthy sign of the approach of autumn-time advertising is the appearance in town and country newspapers of the announcements of football equipment sellers.

THAT the manufacturers of Kia-ora Lemon Squash are making double advertising service of a publicity film they have on show in the cinemas by publishing portions of the film in their advertisements and asking the movie fans to look out for them.

THAT something of a record is being set up by the Glasgow *Evening Times* in the announcement that the thirty-first annual foursome golf tourney for the *Evening Times* shield and other prizes takes place next month on the famous Leven links.

THAT to all intents and purposes there will be no falling-off in the amount of advertising being placed by educational institutes, correspondence colleges and the like this autumn.

THAT the death took place recently of Mr. Frederick Hodgson, of Leeds, at the age of 77, who was one of the first pioneers of mail-order advertising, and who built up a big business as an advertiser of carpets.

THAT this old-established house of Messrs. F. Hodgson and Sons will continue to be carried on by the late Mr. Hodgson's sons, Mr. Ernest and Mr. Frank W. R. Hodgson, who have been engaged in its management over 35 years and 25 years respectively.

Put **I**deas in your campaign  
It sells in the home



## We Hear—

THAT those advertising men who are sojourning on the Belgian coast have been noting with satisfaction the popular demand for the London daily and Sunday newspapers which are being handled and pushed by the native sellers with as much enterprise as would be found at Brighton or Margate.

THAT Mr. F. W. Doidge, who has left St. Bride Street for Shoe Lane, where he has taken up the position of a manager at the *Evening Standard*, received a send-off souvenir of a handsome silver salver from the advertisement staff of the *Sunday Express*.

THAT Mr. L. A. Plummer, manager of the *New Leader*, has been adopted as prospective Labour candidate for Birmingham (Edgbaston Division).

THAT good reports continue to be received in town about the health of Mr. Gilbert A. Godley, who during his stay at Margate has been meeting many old friends from the Street.

THAT the report of Messrs. Benn Bros., Ltd., who are now settled down in their magnificent new building in Fleet Street, showed that the net profits for the year amounted to £37,095.

THAT a new private company has been registered as Skippers Warehousing and Transport Company, with Mr. Angus Watson and other directors of Messrs. Angus Watson and Co., Ltd., as directors of the new concern.

THAT leading Irish and Scottish linen and damask manufacturers with importers in the United States have formed a Guild in New York, the primary purpose being to restore to popular favour articles of their manufacture for which there ought to be a bigger demand on the other side.

THAT Earlywarm blankets will be using very large spaces in the Press from the middle of October, and—

THAT there will be presented an entirely new appeal in blanket advertising.

THAT the Dublin daily papers carried a very large amount of additional advertising in consequence of the Horse Show.

THAT Mr. Victor Brown, one of the best known artists in Ireland, is joining the art department of Kenny's Agency, Dublin.

THAT Mr. Sean Lynch, principal of Lynch's Advertising Agency, Dublin, is a director of the recently established Irish Travel Agency, which is proving very successful.

# THE NORTHERN DAILY TELEGRAPH

is the

## LEADING EVENING of NORTH AND MID LANCASHIRE

Largest net sale  
and the  
accepted home newspaper

Head Office:  
Blackburn.

London Office:  
151, Fleet Street.



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**



# CANDOUR!

With a short experience of advertising, a tiny capital and an unsuitable temperament for the "outdoor" work, I started "on my own" as an advertising contractor and agent.

Success hovered, but before it could definitely settle, its mate, Capital, had flown.

Honesty forbids me to speculate without capital.

In advertising lies my "bent" and I would like to concentrate on "copy."

I am 22 years old, possess a sound education and have acquired excellent general knowledge and business experience.

My personal record will bear every investigation.

Do you need a man who takes a keen, intelligent interest in his work, who is quick to learn, adaptable, and who will serve you right loyally?

*Give me the opportunity to prove myself. If there is room to climb, I am ready to start at the bottom.*

Box 291, "Advertiser's Weekly,"  
66, Shoe Lane, E.C.4.

## REAL PHOTO REPRODUCTIONS OF ANYTHING INFLUENCE SALES

AND  
LILYWHITE LTD. of TRIANGLE, Halifax,  
the original inventors, specialise in this work.  
*Please ask for details.*

## Mail Order Catalogues cost less at Greenwood's



.... and so do all kinds of Catalogues! They cost less, and yet they are efficient business-pullers. Good setting, careful printing, perfect make-up, go into every job turned out by Greenwood's of South Shields.

Ask Greenwood's to quote for your next Catalogue, and to send specimens of their work. By means of efficient organisation, they are able to save you **at least 20%** on your Printing accounts. It's a worthwhile saving, too!

*It costs you less when Greenwood's print it!*  
**Greenwood Bros** SOUTH SHIELDS



To Firms Seeking Wealthy Markets

**"PINANG GAZETTE"**

Oldest Daily in Malaya. STRAITS SETTLEMENTS

**"LA RAZON"** BUENOS AYRES  
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

## Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

D. J. KEYMER & Co., Ltd.,

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

## ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

**Re Hill Siffken and Co., Ltd.**—At an extraordinary general meeting of this company held on August 4, the following extraordinary resolution was duly passed: "That it has been proved to the satisfaction of this meeting that the company cannot by reason of its liabilities continue its business, and that it is advisable to wind up the same, and accordingly that the company be wound up voluntarily. Further, that Mr. Ernest Geo. Davies, 27, Clement's Lane, E.C., be appointed liquidator for the purpose of the winding up."

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

**New Era Publishing Company, Ltd.** (215,457).—Private company. Registered August 3. Capital, £2,500 in £1 shares. Objects: To carry on the business of proprietors and publishers of newspapers, journals, magazines, books and other literary works, etc. The directors are: F. Heelis and F. Heywood. Registered office: 12 and 14, Newton Street, W.C.2.

**Illuminads, Ltd.** (215,388).—Private company. Registered July 30. Capital, £300 in 1s. shares. Objects: To adopt an agreement with R. H. Parkinson, and to carry on the business of advertising agents, manufacturers, importers, exporters or exchangers of advertising machines of all kinds, including the renting of sites for the display of advertising machines, and the letting on hire of advertising space in such machines, manufacturers of and dealers in cinematograph projectors, films, cinematographs, etc. The directors are: R. H. Parkinson, Gertrude S. Lorimer. Registered office: 24c, Caledonia Street, N.1.

**Payne-Jennings Circulicity, Ltd.** (215,475).—Private company. Registered August 4. Capital, £1,000 in £1 shares. Objects: To carry on the business of envelope and circular addressing contractors and distributors of circulars, advertising agents and contractors, etc. The permanent directors are: V. Payne-Jennings, A. C. B. Webb, and D. Roth. Registered office, 26, Shaftesbury Avenue, W.1.

**Frenkels, Ltd.** (215,551).—Private company. Registered August 7. Capital, £10,000 in £1 shares. Objects: To carry on the business of advertising contractors and agents, designers of advertisements and manufacturers of, agents for and dealers in advertisement novelties of all kinds acquired by W. Harrison from the liquidator of Frenkels (1922), Ltd. The first directors are: W. Harrison, F. Laurence, H. Lewis and E. Womersley. Registered office: 1, Godliman Street, E.C.4.

**Courier Press (London), Ltd.** (215,539).—Private company. Registered August 7. Capital, £30,000 in £1 shares (2,000 6 per cent. cumulative preference and 28,000 ordinary). Objects: To carry on, develop and turn to account the business connected with the *Islington Gazette*, to adopt an agreement between the *Daily Gazette, Ltd.*, of the one part, and H. G. Clarke and H. C. Armstrong of the other part, and to carry on the business of newspaper proprietors, publishers, printers, etc. The directors are F. Glover, H. G. Clarke, E. Hicks. Registered office: 66, Bedford Street, Leamington Spa.

Advertiser's Weekly  
Friday, August 20, 1926

OCT 7 1926

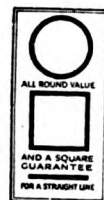
Financing Instalment Sales

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20<sup>0</sup> a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

What is  
the most  
valuable  
Advertising  
Space ?



The answer to this  
query will be sent you  
by post in a day or two.

If you do not receive it, write  
to:—

Philip Emanuel, *Advertisement Director*,  
ODHAMS PRESS LIMITED,  
Long Acre, W.C.2.



# The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

“DON’T advertise in *THE OBSERVER* unless you have got something good. *THE OBSERVER* doesn’t want sham. *THE OBSERVER’S* advertisements are taken seriously, like itself. Half the women who come to London, come to see whether the things they read of in *THE OBSERVER* advertisements are as described. *THE OBSERVER* doesn’t want them to be disappointed. If you have real value, *THE OBSERVER* sells it quicker for you than any other paper.”

*From “The Observer”—its Book.*

1791

1926

**AUTUMN  
APPROPRIATIONS**  
INCLUDE THE  
**OLDHAM  
CHRONICLE**  
THE ONLY NET SALE  
PAPERS IN THAT AREA.

# The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

**OLDHAM  
CHRONICLE**  
EVENING & WEEKLY  
ADVERTISE  
IN INDUSTRIAL  
OLDHAM.

Vol. 51

FRIDAY, AUGUST 20, 1926

No. 689

## Who Finances Instalment Selling?

What Does It Cost the Manufacturer?—Methods of the Motor Trade  
Financing Houses—How Much Capital is Required?—The Position  
of the Banks—Lessons in Credit Department Organisation

By Cecil Chisholm

THE recent American perturbation about instalment selling has had some curious results. For one thing it has caused a confusion in the public mind as to who precisely finances instalment selling. It seems to be assumed that the retailer is largely responsible; on this assumption it is prophesied that thousands of retailers will crash when a slump occurs in America. Now, in point of fact, the retailer is the last man likely to finance instalment selling. Normally, he waits for the manufacturer to put up the proposition—and to carry the burden.

The department stores form an exception. This is only natural, since their interests are so largely divorced from those of the maker who brands and advertises his goods. Nominally speaking, therefore, the department stores may be said to finance their vast and ever-increasing business from their own resources. What is actually happening, however, I think, is that the banks are carrying a large portion of the additional credit required in the course of their normal business with the department stores. The same thing applies to the furnishing trade.

### Motor Trade

The case of the motor trade is peculiar. As the financial arrangements achieved are in many ways the most satisfactory of those in any industry, from the point of view of both maker and agent, it may be worth while to consider them in detail. As similar arrangements are likely to follow in other industries, their example is all the more interesting.

One may sum up the difference between selling to dealers on a normal cash basis and on instalment very simply. In the first case, the dealer gets anything from thirty to sixty days' credit. In the second case the dealer requires twelve months' credit on forty-five per cent. of the goods he buys, assuming that he receives a ten per cent. first payment which he submits to the dealer and that

the terms he extends are for twelve months.

It will be seen that the manufacturer, instead of extending the dealer £1,000 worth of credit for six weeks per £1,000 worth of goods bought, is now extending him this amount *plus* the equivalent of £450 credit for eleven months. Probably the capital required per £1,000 worth of sales will be at least doubled.

Of course, the manufacturer can charge the retailer for this accommodation, he, in turn, passing the charge on to the customer. But the fact that his interest is covered does not make it much easier for the maker to

double his working capital in these days, when his buildings and plant are probably "working" at the bank already.

While this extension of credit is possible in many industries accustomed to long credit, it was obviously impossible in the motor trade. For that trade is unique in its financial arrangements. When the average industry develops beyond its early stages, the tendency is for the manufacturer or the wholesaler largely to finance the retailer by extending him long credit on stocks. But the early struggles of the motor industry were such that it has never felt itself in the position to do this. So long did the City frown successfully on motor flotations, that the companies were run on extraordinarily short capital. So the agent had to share the financial burden. To this day it is the agent who finances the manufacturer.

In addition to paying a deposit with order, the agent is usually compelled to pay cash on delivery, instead of being given two or three months' credit, as in other industries. Very often the motor manufacturer is in the happy position of being paid in full for the car before he has paid a cent on the raw material and the parts that compose it!

### Impossible Position

Until instalment selling insinuated itself into the trade, the dealer could secure extremely prompt payment from the customer, so that he did not have to stand the strain of financing each sale for very long. But when he wanted to sell his cars on twelve or eighteen months' hire purchase agreements, the position was entirely reversed. He would have to take time payments for goods on which he was paying spot cash. Obviously, save in the case of a dealer with a very large turnover, the position was impossible.

The sale of cars by instalment has been made possible in this country, as in America, by the finance corporation created purely for the purpose of financing such sales. At the present time there are something like a score

### THIS WEEK'S PAPER

Post Mark Advertisements are  
Not Wanted

*Further Protests Against Government  
Scheme*

Smallest Displayed Advertisement  
in the World—by L. Lumen

*How a 1/4-inch Space Pulled Results*

Capitalising the Coal Crisis—by  
Leslie Lewis

*Coal Shortage as an Angle of Appeal*

Does Artistic Presentation Hinder?  
—by Max Rittenberg

A Department that is a Business  
in Itself—by G. W. Morrison

And all Regular Features

*Good Ideas*

*Ad. News in Brief*

*Publication Notes and News*

*Current Advertising*

*We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

of financial companies in the business. Unable to get their money from the city or the banks, these companies have secured their capital largely from their directors and the insurance companies. America at the moment possesses no fewer than fourteen hundred finance companies, trading in almost every type of goods sold by instalment. I notice that one company has recently been floated in this country for the financing of piano players on the same principle.

#### Simple Transaction

The transaction is relatively simple. When the dealer sells a car on the instalment system, the prospect fills in forms giving information similar to that required by a department store or furniture house. The dealer takes this form to the finance house, and they determine together whether the prospect is a good risk. If he is, the sale is sanctioned. The customer pays his cash deposit, takes out a fire and theft insurance, covering the total cost of the car and signs an agreement for the balance due.

When the agreement has been signed the financing company (with whom it is made) buys the car outright from the dealer, paying him cash for it. The car is now handed over to the customer by the dealer.

So far as the dealer is concerned, the deal is now closed. He can concentrate on the selling of the next car. In the matter of service only is he concerned in the deal. More than one wireless concern has found its dealers more solicitous for sets sold on instalment than for those sold for cash! But although the financing company has bought the car from the dealer, it will be observed that it has not sold

it to the customer. The car is now the possession of the corporation and until the customer completes his final payment.

What does the financing company charge the dealer for these services? Normally, its charge is from 7 per cent. to 8 per cent. on a new car sold on a twelve months' basis and 6 per cent. on one sold on a six months' basis. The scale is slightly less on cars whose sale price exceeds £250. As only half of the total sum lent is normally out at any time, it will be seen that the company is really charging 14 to 16 per cent. for its services.

Is this excessive? Not when one considers that the bank rate is 5 per cent.; that a well-conducted financing house has to keep a highly-organised credit department; and more especially that the concerns which have endeavoured to cut these rates in America are those which have terrified the economists by their crashes during the slight recession of prosperity in the past year.

Some finance houses require the dealer to guarantee the payment of the customer's instalments. But it is increasingly common both in America and in this country to use non-recourse agreements which do not require the dealer's guarantee, and which shift the responsibility for both credit-granting and collection to the financing company.

#### The Same Factors

I have given the finance companies' methods at length, because the factors to be considered are the same whether the retailer or the maker undertake the financing of instalment selling. A study of the practice of these houses will lead us to some useful conclusions.

In the first place, it is wise to budget for finance instalment selling at least *twice the capital* which would be required to sell the same amount of goods for cash. Nominally, the British banks are not supposed to finance instalment selling. Similarly, as a result of some rather hectic experiences, Lloyd's refuse to insure the credit risks attendant on instalment selling schemes. But in practice the banks are compelled to assist in the financing of instalment selling by the great department stores and others.

#### Banks' Prosperity

After all, the bank's prosperity depends on the prosperity of its individual customers. If I have £5,000 worth of goods, which I can sell by instalment at a profit, the chances are that I might not be able to sell them by any other means whatever. In such a case, and it is a frequent one, the bank cannot afford to be too theoretical-minded in the matter, particularly if the customer own a department store with a six-figure turnover.

But the great lesson which the finance companies have taught us in selling is the possibilities of a highly-developed and carefully organised credit department. They keep "reverts" below 2½ per cent. in this notoriously risky business. It is useless to consider selling goods by instalment unless the services of a skilled credit man are available. For you must be prepared to sell goods to Tom, Dick and Harry, sometimes on his face, more usually on the basis of the information which he cares to offer you on your inquiry form.

With this aspect of the subject I shall deal in my next article.

OUR CHARGES.		AS AN EXAMPLE:	
Our charges for services, including interest, all forms, and so on, vary according to the length of time over which your customers' instalments run. For example, if they desire to pay the balance due in 12 equal monthly instalments our service charge is 8% of the face of the note, instalment contract, lease, mortgage, and so on.		Cash Selling Price .....	\$63.00
The balance owing must in all cases be paid in equal monthly instalments. Our schedule of charges is as shown below:		Add 10% for 10 months' time .....	6.80
		Total Time Selling Price .....	\$74.80
		Dealer Receives	
Balance Payable In		Purchaser pays in Cash .....	\$10.00
Our Charge		and gives contract for \$64.80	
4 Months .....	4% of the balance owing	You send contract to us	
5 Months .....	4½% of the balance owing	and immediately receive	
6 Months .....	5% of the balance owing	50% .....	51.80
7 Months .....	5½% of the balance owing	Less our charge of 7% .....	6.24
8 Months .....	6% of the balance owing	You therefore receive	
9 Months .....	6½% of the balance owing	from us .....	47.30
10 Months .....	7% of the balance owing		
11 Months .....	7½% of the balance owing	You remit first payment to us .....	\$6.48
12 Months .....	8% of the balance owing	You remit second payment to us .....	6.48
We do not finance paper running longer than 12 months. We require that at least 10% be paid in cash, as a down payment, at time of purchase, but our charge is only on the balance owing.		You remit third payment to us .....	6.48
YOU MAKE COLLECTIONS AS USUAL		You remit fourth payment to us .....	6.48
We have found that most dealers desire to collect the deferred payments themselves inasmuch as it results in many of their customers coming to their store to make their payments. While there the dealer has a good opportunity to sell them something else.		You remit fifth payment to us .....	6.48
Under our plan, we immediately pay you 60% of the unpaid face value, less our charge. You collect the monthly instalments and remit to us on the fifteenth of each month the total amount maturing in that month, whether or not you have collected all the payments. When you have sent up monthly payments sufficient to cover the amount due us, including our charge, we return the contracts to you and all future collections belong to you.		You remit sixth payment to us .....	6.48
		You remit seventh payment to us .....	6.48
		You remit eighth payment to us .....	6.48
		Total remitted to us .....	51.84
		You keep ninth payment .....	6.48
		You keep tenth payment .....	6.48
		You have therefore received for your machine .....	\$70.26
		Cash Selling Price .....	68.00
		Additional profit to you on	
		time payment plan .....	\$2.26
		The only cost to you is a small fee for your collection privilege the expense of which can be much more than offset through your increased profit on time sales.	

*This is the "proposition" one American finance company offered a dealer. Traders are offered many types of "proposition" from finance houses from which they can choose*



# Post Mark Advertisements Are Not Wanted

## Further Protests from Advertisers—Rates to be Charged—Discussion in Parliament?

**T**HE protests, published in last week's WEEKLY, from the Incorporated Society of British Advertisers and the Imperial C.O.D. Association against the Postmaster-General's proposal to accept advertisements for use on franking machines, have aroused a great deal of interest in advertising circles.

Many important advertising men have expressed their opinions concern-

proved to be a failure, although a number of firms adopted it. The entire idea died within three months."

Frank Mason and Co., Ltd., who have obtained the contract for these date-stamped advertisements state that they have received scores of enquiries for rates and particulars from leading commercial firms, railways, and municipal bodies chiefly connected with the advertising of holiday resorts.

It is interesting to note that Canada

tisements and those of municipalities, but will include hospitals, societies and philanthropic bodies.

Germany has introduced a rather novel idea in connection with the use of advertisements on postal matter.

Firms hire from the post office franking machines on which they can insert their own advertisements. They can then undertake to stamp other firms' correspondence and to this no objection can be raised. An illustration is given on this page of one of these German post-marked advertisements.

This is rather different from the English office franking machines, for in this case it is necessary to buy a franking machine from the makers and only the firm's own correspondence can be stamped with it.

### M.P.'s Views

In view of the protests raised by business men, Major Hore-Belisha, M.P., is to raise the subject in Parliament. He says he does not think the Government, at the time of the passing of the Economy Bill, quite realised what the scheme entailed. He agrees with the main objections raised by business firms.

It is stated in the circular sent out by F. Mason & Co., Ltd., that the rate for short periods will be 8s. for every thousand and 2s. 6d. for longer periods, which is equal to £125 for every million letters stamped each week. At the outside the Treasury cannot hope to gain an annual income exceeding £865,000 from the scheme.

## F.P.O.R.—Another Poster Publicity Scheme

By J. B. Bullock (Publicity Manager, Edu-Craft Needlework Supplies)

**E**VERYONE concerned in postal publicity is familiar with the problem of the stamped-and-addressed-for-reply enclosure. An addressed-for-reply enclosure (permitting the use of the printed matter rate) will give probably a 40 per cent. increased "pull." Stamped, it will give another 20 per cent increase.

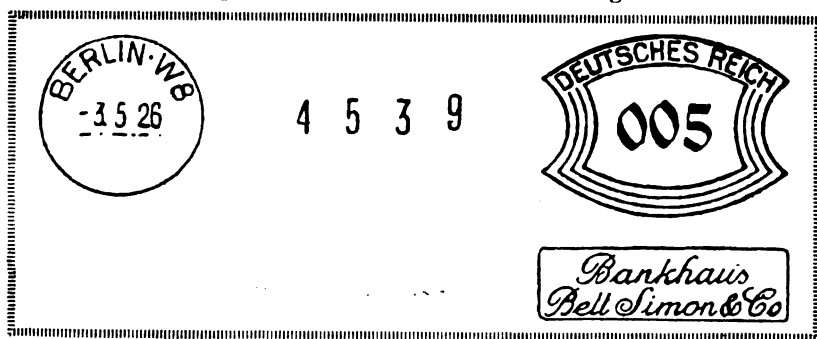
*From our experience I am convinced of the need for F.P.O.R. (Franked-for-Payment-on-Return) stamps, which at a negligible cost could be affixed to all addressed-for-reply enclosures with the knowledge that only the postage on those actually returned would have to be paid.*

The postman would collect the half-pennies, pennies or three-half-pennies, on delivery just as he collects money now in the case of excess postage or of parcels sent C.O.D.; or they could be kept at the post-office until called for,

My proposal is that, to begin with, the Postmaster-General should license a machine for impressing on reply-enclosure envelopes or cards the F.P.O.R. stamp. The impression would include besides the design of the stamp the number or other special identification sign of the licence. The annual licence charge might be a guinea. Firms desiring to avail themselves of the F.P.O.R. service would have to purchase and instal one of these machines.

The institution of an F.P.O.R. service is a step which common sense demands, and although I believe it would prove profitable to the Post Office I should be prepared to say, in any event, that it is a convenience to which traders have a right.

Without any inside knowledge of postal organisation it is obvious that no important change is required to carry out these new duties.



A German post mark on which a commercial advertisement appears

ing the new departure, and most of them agree with the views of the two associations.

Sir Charles Higham, interviewed last week, said it was impossible to call the marking of an envelope "advertising," since the space available would allow only of brief reminders. He added, however, that the Government should retain the space on envelopes for its own uses, such as the pushing of the British Industries' Fair, and so on.

Business men who are large advertisers have almost unanimously turned down the proposal. The greatest objection lodged against the scheme is that a firm's own circulars may arrive at the destination bearing the advertisement of a rival house. This danger was first pointed out in the WEEKLY by Mr. J. C. Toohill.

Mr. A. de V. Leigh, secretary of the London Chamber of Commerce, points out that the advertiser may be paying to advertise the goods sold by his rivals.

### Turned Down

A member of Harrods emphasised this view, while Selfridges and Gamages say that they will not be using the medium for their advertising.

The advertising manager of Lever Bros. said he did not think the scheme would prove popular.

"I remember that during the Boer war a certain form of advertising was introduced," he added. "The advertisements used to appear at the back of postage stamps, for the idea was that they would be seen when the stamps were used. This method

# The Smallest Display Advertisement in the World

By L. Lumen, Advertising Consultant, Brussels

Since reproducing in our issue of July 9 the "smallest advertisement in the world," we have received a large number of inquiries on the subject. We have, therefore, asked Mr. L. Lumen, who was responsible for this advertising, to tell its story.

**A**LTHOUGH only a short distance from the battlefield, facing the sea, the "Pension Adry" had suffered but little from the war, and opened its hospitable doors soon after the Armistice.

But the whole "clientele" had to be renewed. The repairs and re-fitting expenses were heavy, but the charm of the district and the comfort of the "Pension" could be relied upon to achieve success once again.

Those selling points had, however, to be made known, and advertising was judged the only practical means.

I recommended a 4-liner to be inserted in that important Brussels daily, *Le Soir*, and accordingly there appeared in a suitable column the little announcement:—

**A LA MER**  
Pension Adry.  
Family House  
St. Idesbald—Coxylde

The rates for these small announcements are low, while they are widely read.

The result was decidedly encouraging, but it was not long before five or six competitors followed suit, and it was this fact which forced me to adopt a display advertisement while not increasing the cost of space.

The producing of the block had many advantages. Competitors unable to spare money for technical advice do not know the "mysteries" of the producing of blocks. Then it increased the "visibility" for an even smaller space than had been the very minimum for a type-set advertisement. Also the fact of it standing out from other advertisements made future reference by a reader far easier.

But it was not an easy matter to tell the story of the Pension Adry and get the necessary atmosphere in the quarter-inch space. I went straight to the obvious: a sailing boat, the sun, a bathing girl in silhouette; the copy in clear, although rustic lettering, to give an additional impression of freedom and the country. The whole advertisement was designed in the exact size in order to prevent any distortion in reducing.

From the first insertion in *Le Soir* the little block proved its worth, and in order to gauge the exact additional value, a 3-liner (same space

as block) was inserted. Here are the two advertisements side by side. It can be seen that the reader could not realise that they were inserted by the same boarding house:—

 **Pension ADRY** PENSION DE FAMILLE  
DIGUE DE ST. IDESBALD Digue de St. Idesbald, 7  
(COXYDE) TEL 33 Coxylde

It will interest the readers of ADVERTISER'S WEEKLY to know that the proportion of replies was 7 to 1 in favour of the block, and the cost of advertising was ultimately brought down by 85 per cent. as compared with the typographic advertisement period, keeping in mind that the replies had to be kept on the same level to ensure the boarding house getting its usual share of business.

## Corporate Advertising Campaign for Religion

Detailed Plan for Wide-world Publicity

**A**CCORDING to the New York *Churchman*, an advertising campaign to promote religion throughout the United States and several European countries will be inaugurated by the Rev. Charles Stelzle, of New York, who was elected president of the Church Advertising Department of the International Advertising Association at Philadelphia.

Mr. Stelzle was a delegate to the London Convention of the Associated Advertising Clubs two years ago, and at that time urged this plan in several conferences held in various parts of Europe.

The 1926 period was well prepared by different media, later concentrating once more in *Le Soir* of Brussels, which had proved the best seller. In this way, by mid-July all accommodation was sold up to the end of August.

My clients and myself had often to consider the advisability of changing the block and creating a "series." We have decided against it, as we think that it might confuse the reader.

The "smallest advertisement in the world" is to remain unchanged—but a little sister may well one day come along in the form of an English advertisement for the Pension Adry.

The advertising rates of the British Press are, however, such that we will have to make the advertisement a real baby one, all the more charming it is hoped.

Indeed, are the "bébés anglais" not the most pretty in the world?

And ours will be, indeed, a baby advertisement.

Mr. Stelzle will appoint an outstanding advertising man as vice-president of his committee in each of the eighteen districts of the I.A.A. The vice-presidents will carry out the plans and programmes in their districts. These campaigns, it appears, "are to be promoted by the hundreds of local and district advertising clubs throughout the world, enlisting high-grade laymen of various denominations, who will work in co-operation with the ministers and churches."

### Press Advertising

"Religion will be broadcast through the radio, the newspapers and magazines, through the use of bill-boards and posters, and through such other media as may be thought most effective. Advertising conferences are to be conducted for ministers and church workers, and newspaper editors and advertising men are to be made acquainted with the problems facing the Church, so that their co-operation may be of the most practical character."

Arrangements are being made for holding a series of conferences in different sections of the country for publicity representatives of national religious organisations and boards of the Church; efforts will be made to help strengthen and extend the influence of the religious Press; "exhibit material" showing the benefit and progress of religion will be prepared for use in local communities; modern books on advertising methods will be furnished to ministers and churches through a club arrangement, and courses of lectures on church advertising will be given in theological seminaries. Other features of this thorough-going campaign will, it is promised, be developed as the work progresses, "and the utmost autonomy will be given local organisations in carrying out their plans."

### "Advertising Display"

No. 3,  
for September,  
will be  
presented  
with the  
Advertiser's  
Weekly  
of September 3.

# Capitalising the Coal Crisis

How Coal Shortage Can be Used in Copy—What Some Firms are Doing—Opportunity for Greater Use

By Leslie Lewis

**I** BELIEVE that a great man once said that "all difficulties are made simply to be overcome."

No one will deny that the coal crisis is one of the most serious difficulties in merchandising we have had to meet recently. Shortage of coal has hindered production, and shortage of money on the part of the public has hindered sales.

But there are ways of overcoming—at any rate in part—even such serious set-backs as the present coal trouble.

The copy departments of several big national advertisers and agencies have demonstrated ways in which the trouble can be capitalised. The shortage of coal has proved a splendid angle of appeal for such different commodities as cooked foods and machinery.

## Idle Wheels

The Ford Motor Company, for instance, have appealed to the manufacturer who wishes to "set those idle wheels turning." It is pointed out that the Fordson motor "replaces coal and current" and presents "an economical solution to your strike problem."

The advertisement, which is illustrated on this page, makes a practical and timely appeal to the harassed manufacturer who finds that the coal shortage is hampering his factories and hindering production. The offer of power which will enable him to do without coal and current is calculated to produce good results.

## Need No Cooking

In the selling of cooked foods, the coal shortage can be capitalised to good effect. The fact that there are foods which are ready for consumption and need no coal for cooking makes a splendid appeal to the housewife who is faced with the problem of keeping the kitchen range well stocked.

The series of Shredded Wheat advertisements uses this argument, and adds a topical note concerning the discomfort caused by cooking in hot weather.

One of the largest spaces used by the company was headed "It costs you nothing in cooking—Cooking is a more expensive item than ever these coal-less days."

Other ways in which the appeal was introduced were: "Serve meals that

save cooking—rule out coal"; "Are you still burning money—coal is more rare and expensive than ever now"; "Why burn precious coal these hot days?"

Each headline was appropriately

by small or large greengrocers, or the big and important bodies of fruit and vegetable importers and growers, stating the advantages of fresh fruit and vegetables over those meats and other foods that need cooking.

One or two small advertisements have appeared in the classified columns, pointing out the advantages of certain gas ranges over coal fires, but I do not believe the big gas fire firms have used this idea.

A cinema is advertising in London "The Ghost Train—Still Running—Needs No Fuel;" this semi-humorous type of appeal, however, is not among the best efforts. It is the "logical argument" copy that should give the best results in this coal strike copy.

## An Opportunity

It would seem at first sight that a great opportunity is being missed. It may be that there are disadvantages which we have overlooked. It is not suggested that, out of this serious time for the country as a whole, capital should be made at the expense of others. It is merely put forward that, instead of sitting still and waiting for the end of the industrial trouble, a good deal of business might be brought back to certain types of manufacturers and distributors if they were to search for the silver lining that is said to be behind the darkest cloud—and if they were to put that silver lining into their copy!

## Inter-Ad. Clubs' Golf Tourney

Arrangements have now been completed for the annual meeting to be held at Walton Heath on Wednesday, September 22, when the players will again be the guests of Lord Riddell. In the morning there will be a bogey competition (four-ball foursome) for Lord Riddell's challenge trophy and replicas, with two prizes for the runners-up presented by *Golf Illustrated*. This competition is open to players nominated by advertising associations and clubs. There will also be a bogey competition for two prizes offered by THE ADVERTISER'S WEEKLY. After lunch, all players, except the finalists for the challenge trophy, will play a medal round for two prizes given by Mr. Alfred Johnson. Full particulars can be obtained from the hon. secretary, Mr. T. McAusland, Aldwych Club, Exeter Street, Strand, W.C.2, with whom entries must be made not later than Thursday, September 16.

**SILKSTONE BEST BRICHS KITCHEN COBBLES HUTS STOVE**

**Serve meals that save cooking**

Rule out coal—your meals can be just as good, just as appetising, and even more healthful if you avoid cooking. Serve more fresh fruit, wholesome salads, and nutritious Shredded Wheat. There's nothing better for you these warm days.

Shredded Wheat is pure, whole wheat—deliciously crisp and highly digestible. The golden shreds are packed with goodness, and are always sustaining and satisfying. Shredded Wheat with milk at breakfast is the best dish to start the day on, whilst there are heaps of other ways of serving it for luncheon or supper.

A packet from your grocer will prove how good it is.

**SHREDDED WHEAT**

**100% FOOD**

**The Best British Breakfast.**

per 8d. packet

(In Great Britain only)

**Set Those Idle Wheels Turning**

**The Fordson Replaces Coal and Current**

Here is an economical solution to your strike problem. Install the Fordson tractor as a power unit.

**SPEEDILY ADAPTED:** In many cases, minutes suffice to run the Fordson into position and hitch up.

**AMPLE POWER:** The Fordson gives on its pulley no less than 18 brake horse power.

**EXTREMELY ECONOMICAL:** It runs on paraffin, the cheapest of fuels. 1½ p.p.h. covers its fuel and oil cost when running.

**UTMOST RELIABILITY:** The Fordson has all the reliability for which Ford products are noted the world over. A Fordson has run for thirty days without a stop.

**AMAZINGLY LOW COST:** £143 buys the standard Fordson, and your Authorized Ford Dealer will quote you price of such equipment as your work demands.

The nearest Authorized Ford Dealer will gladly give you full information without obligation. Phone him to-day.

**Fordson**

FOORD MOTOR CO. (BRITAIN) LTD. THORP ROAD, MANCHESTER

Two examples of copy that use the coal shortage as an appeal for cooked food and factory power

illustrated and the appeal must have had excellent results, for the hot weather and the coal crisis are cleverly blended.

It would seem that there is a big opportunity for the suppliers of foods that do not need cooking, such as fruit, vegetables and particularly tinned foodstuffs, to appeal to the public from that angle. It is an angle that has not been used to anything like the extent that might have been expected. There does not seem to be a general readiness to capitalise the coal crisis—to turn its disadvantages into advantages or, at least, to maintain production and distribution in spite of the grave set-back to trade.

I do not remember having seen any advertising from tinned food firms, pointing out that, since there is a severe coal shortage, the tinned food has a distinct advantage over that which has to be cooked. I do not remember seeing advertisements placed



*Thorny Points in Postal Publicity*

# Does Artistic Presentation Hinder ?

By Max Rittenberg

I have been asked : " *Does it really and truly help to have a 'professional' appearance in one's advertising matter ?* "

**T**HIS is a very searching question, put in a spirit of genuine asking for help—not as a sarcastic flippancy—and it demands an answer which is sincere and as far as possible unbiased by any self-interest of men engaged in the industry of advertising.

The question was asked in relation to postal publicity ; but clearly, it applies also to Press advertising ; containers, labels, and so forth, and must be answered in the broadest way.

(Anything said here is to be taken as a personal expression of opinion, and not in any way representing an organised view-point of advertising men.)

## The Issue

The issue, as I see it, is between the "scrubbed and polished" piece of publicity and the "rough diamond."

The latter class might be championed by the well-known crude advertisements for "Wellbank's Boilerette." So far as my memory stretches back, I see a procession of practically the same advertisement, set in the crudest of Sans Bold headlines, and trumpeting such a phrase as "The Masses Are Asses!" The same advertisement is inserted to-day as was used twenty years ago, without any vital alteration—and one can only assume that it has paid, *and still pays*.

A finger can easily be laid on other crude forms of advertisements appearing month after month in essentially

people's papers of large circulation, such as *John Bull* and *News of the World*. Many of these are keyed advertisements—and the advertisers therefore know what results they are getting.

Consider, again, the little crowded advertisements which go on repeating in *Answers*, *Tit-Bits*, *Pearson's Weekly*, etc. These, too, must be paying publicity.

Take up, on the other hand, a journal read by the upper and middle-classes, such as *Tatler*, *Ladies' Field*, *Ideal Home*, etc., and its pages of advertisements will be practically all in modern, artistic, even "scrubbed and polished" style.

Since many of these series of highly "professional" advertisements are also keyed, one must assume similarly that on the whole they pay—and every experienced advertising man knows his personal instances of how well some of them do pay.

## The Issue Narrowed

So, we can now narrow down the issue by a counter-question : " *What type of reader is the publicity aimed at ?* "

If one were to send into a side street of working-class homes a house-to-house canvasser garbed in Bond Street style, and speaking with an Oxford accent . . . but the assumption answers itself ! One doesn't do it.

If one were to canvass Mayfair with a luxury article offered by a workman without a collar and wearing hobnail boots . . . just as ridiculous for practical business !

"Does it really and truly help to have a 'professional' appearance in one's advertising matter ?"

## The Issue Cleared

I affirm that it does undoubtedly help, when the appeal is to people of sophistication, accustomed to the finer shades of civilised living, fastidious in their own personal dress, talk, and manners, and, therefore, sympathetic towards the fastidious in other people.

Assume that the advertiser, wishing to sell to these classes of men and women, is himself one of them. Nevertheless, it is rare for him to be able to *express himself* in paper and print in that manner. He needs either the help of the advertising expert, the first-class commercial artist, or the expert printing typographer.

They can put in the "professional" touch. It is right. And it pays.

On the other hand, when the appeal is to the masses, I should not care to affirm without many reservations that the "professional" appearance will *always* help sales.

Where the advertiser is himself a "rough diamond," I believe that his own words, and his own crude ideas at displaying them, will in many cases strike a responsive chord in his readers. They recognise that the publicity is put out by "one of themselves." They warm towards it. They believe it. They trust in it.

## Technical and Trade Advertising

I feel that one can also extend the same line of thought to technical and trade publicity—whether postal or Press.

If the appeal is to men of wide education, sophisticated—as with engineers, architects, designers, factory proprietors and executives—the "professional" touch will be appreciated and will pay.

Where the appeal is to small shopkeepers—the one-man retail business—it will not always be advisable nor always effective.

# SIR CHARLES HIGHAM

*invites correspondence with Advertisers*

who desire that their advertising shall get the prompt and personal attention of the Principal of their Advertising Agency. Sir Charles devotes the whole of his time to his clients' business and is in a position to handle one or two more accounts.

Address : IMPERIAL HOUSE, KINGSWAY, LONDON, ENGLAND.

# A Department that is a Business in Itself

By G. W. Morrison\*

(Publicity Manager, Ingersoll-Rand Company, New York)

**T**HE methods employed in conducting our publicity are interesting, but the vital part of the work is the placing of the company's message of service before its world-wide trade.

The publicity department is under the direct control of the general sales department, and is in constant touch with it. Plans and policies are developed and carried out together.

Roughly speaking, our work is separated into three major divisions: publicity proper, direct-by-mail work and the work of the printing plant.

The publicity division might better be called the advertising department. Here is prepared and distributed not only the business paper advertising but many kinds of printed matter.

## Division of Work

To each of a group of publicity men, most of whom are technical graduates with practical experience, there is assigned the handling of one major product, and in some cases one or more minor products. Each individual must handle all of the publicity bearing on his product. We might say that he is an advertising manager for such products. He is constantly in touch with the corresponding sales and engineering divisions, and with the manufacturing unit responsible for the product.

This man must show initiative in planning the industrial paper advertising, the catalogues, fliers, leaflets, broadsides, direct-by-mail campaigns, proposals, specifications, instruction books, part sheets, etc., required to sell the product and aid in its operation.

We have one man who handles the foreign advertising that is done from the New York office, and who maintains contact with the publicity departments of our various foreign organisations. This necessarily requires a broad general knowledge of the entire product and the foreign connections.

## Under One Man

All group advertisements, such as directories, annual catalogues, etc., are under the care of one man, who has had many years' experience in the work.

Another division of the department handles all incoming requisitions for material and supplies; all purchases of outside material; all orders to our own printing plant and direct mail department, and all convention exhibits. This division makes recommendations as to advertising space in the various business and industrial journals which we use.

A very thorough study of all mediums is made in October and November. Conferences are held with the sales units involved and with the general sales department; and when the aims, plans and wishes of all concerned are thrashed out and agreed upon, a budget recommendation is made up and submitted for official consideration. Then all contracts for the following calendar year are placed,

and practically no additions are made during the year.

We have many times considered the creation of a department to handle nothing but business paper advertising, thus separating it from the catalogues, bulletins, engineering and sales matter. However, we have always eventually decided against such a plan, because we find a man's greatest asset in preparing advertising is his intimate knowledge of the product and its applications. It would be difficult, indeed, to get a few men with this broad knowledge of all of our products. Furthermore, we find that the details of our advertising and sales literature for a product are in best accord when under the supervision of one man.

Another division, known as the confidential data section, handles all price-lists, data sheets, engineering and sales lists, etc. During the course of a year it distributes approximately 1,000,000 pieces of printed matter to price-list holders all over the world.

All manuscripts have to have the approvals of the department editor, the art editor, the sales unit, the legal department and the general sales department before they can go to the printer. By routing all work through these definite channels we can follow established rules and regulations, and also get the best thought of several experts.

## Direct Mail

In my opinion there is no class of advertising or publicity that has more possibilities than direct-mail work; also, in my opinion, there is no class of advertising that is more abused. The Post Office authorities are continually telling the advertising fraternity of the millions of pieces of direct-mail literature that are destroyed by the "nixie" departments and the dead-letter office.

All of us know how many carefully-worked-out campaigns are failures or worse than failures, but we also know that some of our campaigns do bring in most remarkable results, both in the way of orders and goodwill. When a campaign fails, it is generally due to poor planning and the slighting of details.

One of the big problems that a publicity manager has to decide is what percentage of his appropriation should be devoted to direct-mail, and how it should be further apportioned to the various products. Conditions vary in every company, so that no one rule can be applied. We have come to the conclusion that in our case the right proportion is about one-half as much for direct-by-mail work as we spend for business paper space. This works out to be about one-tenth of the total expense of the publicity department.

## Business Paper Advertising

In analysing our monthly and yearly reports over a period of years, we find that we spend about one-half of our publicity appropriation for business paper advertising, and the other 50 per cent. for sales and service literature. However,

there is a tendency toward less publication advertising and more service literature, particularly such things as records and data on different methods of doing work.

Direct-mail campaigns are planned and prepared by the publicity department in New York. They are printed in our own printing plant and sent out by the direct-mail department, which is an auxiliary of the publication department at the Phillipsburg factory.

The basis of the direct-mail work is a list of about 140,000 addressograph stencils. This list has been built up over a period of nearly twenty years. It receives the utmost care, and is constantly revised, corrected and enlarged. A number of people spend their entire time on it.

It is divided, first, according to our sales branches, and second, according to the major industries. Then each stencil is flagged according to the product in which the particular customer or prospect is or should be interested. In that way we can circularise any industry, in any territory; or we can circularise any one product in any or all industries.

Considerable study has been given to the mechanical handling of direct-mail matter. By means of a steady and rigid inspection and a bonus system, both costs and mistakes have been reduced to a minimum.

## The Printing

Seventeen years ago we installed at our factory a small job press. From that modest beginning the plant, together with store-rooms and the direct-by-mail department, has grown until it occupies one floor of a concrete steel building 80 by 400 feet in dimensions. The printing equipment is complete for all classes of printing except lithography. Modern machinery, a rigid inspection system and a bonus payment plan are responsible for the high quality of our printed matter. Costs are approximately 20 per cent. below the best price that we are able to obtain for a similar quality of work from outside printers.

Much printed matter in both English and Spanish is furnished to our organisation in other parts of the world. We are usually able to fill their requirements at better than their local prices, even though we have to compete with a very much lower wage scale.

## Photo Department

The photographic department has its headquarters with the printing plant, and the assistance that it renders us is one of our greatest helps in publicity work. The travelling representative of the department takes most of our field pictures, and the average cost of the accepted pictures he obtains for us is less than \$3 each. This, of course, is considerably less than the average price charged by local photographers for a much inferior product. The department is well-equipped for all classes of work except motion picture films, which we buy outside.

The Gant system is used throughout our publicity storerooms, in the shop, and in our branch organisations. Costs are as carefully kept and computed as on any of the machines that we make.

All printed matter is charged into inventory when it is finished, and is billed out as it is shipped. This applies to all classes of matter, from the many kinds of organisation forms to the largest catalogue. We try to print a year's supply at a time, but during the past year our inventory was turned over in 9.6 months.

\* In an address at Philadelphia.

# Ad. News in Brief

Death of Mr. Peter Goode—Two Advertising Weddings—  
Newspaper Changes Hands—Scottish Campaign

## Forthcoming Wedding

The marriage is to take place on Saturday, September 4, at St. Luke's, Nightingale Lane, S.W., of Mr. Gordon J. Redgrove and Miss Nancy Cestrilli Bell. It will be an all-advertising wedding.



Mr. G. J. Redgrove and Miss Cestrilli Bell

for Mr. Redgrove is head of the advertising department of Tokalon, Ltd., and Miss Cestrilli Bell is secretary to Mr. Reginald Palmer, of Palmer's Publicity Service.

## Billposters' Outing

The staffs of the nine companies controlled by D. Weston & Co., Ltd., billposters, Enfield Wash, had their annual outing last Monday, when the new Colchester home of Mr. Weston was visited. A presentation was made to the general manager, Mr. H. G. Smith, from the directors for his splendid work. Mr. and Mrs. Weston also received gifts from the staff.

## Death of Mr. Peter Goode

It is with regret that we announce the death in his 60th year of Mr. Peter Goode, who had been for 44 years with G. Street & Co., Ltd. He died on Saturday afternoon after an illness of only a few hours' duration. He was away from business on Saturday, but none of his colleagues had any suspicion that he was ill, as he was rather more than usually bright and cheerful on Friday night. The funeral took place on Wednesday, at St. Mary Church Cemetery, High Road, Ilford.

## Change of Address

The editorial and advertising offices of the *Motor Owner* have been moved from Henrietta Street, Covent Garden, to 5, Clement's Inn, Strand, W.C. 2.

## Lack of Tourists

Broadcasting from 2LO last week, on "Why We Lack Foreign Tourists," Mr. Brian Lunn said Britain was far behind in advertising her attractions for foreign tourists. More should be done to make the English resorts better known abroad.

## Advertising Club Meeting

A meeting of the Advertising Club will be held at 6.30 p.m., on Monday next, at the Temple Bar Restaurant (opposite the Law Courts) to which all members are specially invited. Certain important recommendations by the Committee will be placed before the meeting.

## Scottish Trade Push

As soon as the coal troubles lift, Scottish manufacturers will launch an important campaign to win back lost overseas markets. Forty Scotch and Irish manufacturers will make a big publicity effort in the United States to increase the demand for fine damask linens, which for months have been threatened with extinction. Woollen manufacturers will also make America a prominent centre for an extensive trade push. The heavy trades have already special missions in Eastern waters with satisfactory results. Steelmakers have many orders booked, and are merely waiting for fuel supplies.

## Interesting Wedding

Mr. Arthur Phillips, of the *People*, and Miss Joan Blatchly, daughter of the late Mr. W. Arthur Blatchly, were married last Saturday at the Esher Parish Church. The bride was given away by her grandfather, a hale and hearty young man of eighty-two. After a charming ceremony, the guests were entertained at the bride's house. Mr. Phillips is not a man who usually shows signs of nervousness, but on this occasion he certainly seemed to be feeling the importance of the occasion! The presents were numerous and handsome.

## Unaffected by Fire

The big fire which occurred at 150, New Bond Street, W., left the third and fourth floors, which are occupied by Woodwright Publicity and Press Service, Ltd., untouched. The business is in no way affected.

## Advertising Isle of Man

The Isle of Man Legislature recently agreed, without discussion, to a resolution authorising the Treasurer of the Island "to apply from the current revenue of this Island a sum not exceeding £7,000, as a grant to the Board of Advertising for the purpose of advertising the Island during the year ending March 31, 1927." In introducing the resolution, it was stated that the work of the Advertising Board had been carried out for thirty years; and that the amount asked for was the same as last year and the year before.

## Big Newspaper Deal

Shareholders of the North Eastern Newspapers, Ltd., proprietors of the *North Eastern Daily Gazette*, Middlesbrough, are informed by their directors of an agreement whereby the company has agreed to sell the whole of the undertaking and assets to the Allied Northern Newspapers, Ltd., for £479,705—£279,705 in cash and £200,000 in 5½ per cent. debentures in a new company. If the proposals are accepted, it is estimated that the shareholders will receive for every 100 preference shares £100 in cash and for every 100 ordinary shares £260 in cash, and not less than £217 of debenture stock. In addition, there will be dividends calculated from June 30, 1926, to the date of the liquidation.

## Business Jubilee of Mr. John C. B. Percy

The business jubilee of Mr. John C. B. Percy, head of the firm of Messrs. Percy Bros., Ltd., Manchester, was celebrated on August Bank Holiday. It was on August Bank Holiday, 1876, that Mr. Percy left his home in Lancaster to join his elder brother Thomas in a small printing concern in Manchester.

A special train was needed to convey the happy party from Manchester to Morecambe, where a few short hours were spent before the company again entrained—this time for the Alexandra Hotel, Lancaster, where the whole company, consisting of more than three hundred employees, customers, and friends assembled.

**W S CRAWFORD LTD**  
**« ADVERTISING »**  
**233 HIGH HOLBORN**  
**LONDON**  
**WC1**

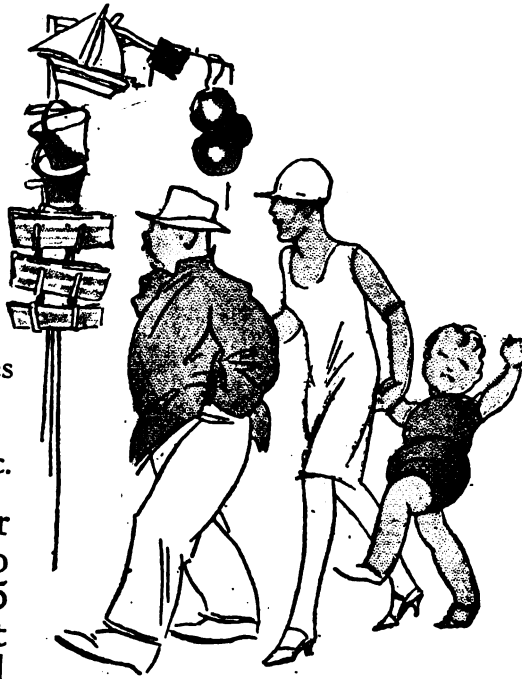


# ve Mood

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tradesmen receive  
up for seven dead  
alone there are:

400 Confectioners  
158 Drapers  
45 Chemists  
69 Furnishers  
118 Footwear Stores  
240 Tobacconists  
116 Toy and Fancy  
Goods Shops, &c.

The total number of visitors to Blackpool in 1925 is estimated at 5,000,000. All these people have to be fed and entertained. All these people have money to spend. The great majority of visitors in the holiday resorts of Lancashire, Cheshire, North Wales, and the Lake District read the *Daily Dispatch*.

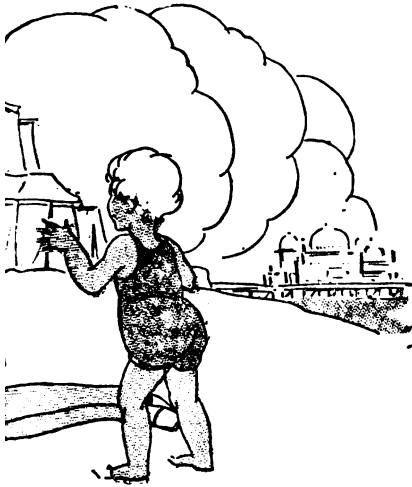


*Seaside, Country and Health Resorts covered by "Daily Dispatch" Distribution.*

ENGLAND.—Grange-over-Sands, Morecambe, Blackpool, Cleveleys, Lytham St. Anne's, Southport, New Brighton, Hoylake, West Kirby, Filey, Scarborough, Bridlington, Harrogate, Buxton, Windermere and Lake District, Chester.

NORTH WALES.—Penmaenmawr, Prestatyn, Colwyn Bay, Llandudno, Barmouth, Pwllheli, Anglesey, Aberystwyth, Towyn, Llangollen.

ISLE OF MAN.—Douglas, Ramsey, Peel, Castletown, Port St. Mary, Port Erin.



ers through the

# SPATCH

rever they go

E.C.4 & WITHEY GROVE, MANCHESTER.

# Publication Notes and News

## The "Miner"

The *New Leader* is publishing a new weekly paper, the *Miner*. It is a permanent production, has a regular circulation of 100,000 copies a week, and circulates entirely in the industrial areas.

## Big Advertisers Coming In

The current issue of the *Dog Bulletin* contains 32 pages, 14 of which are devoted to advertisements. It is interesting to note that seven or eight of the big national advertisers are now using this paper.



Mr. Harris, the Sign King, deals with a "weighty" matter—Two big signs that he has just produced

## Cost Per Reply

J. S. Fry and Sons have informed the *Express and Echo*, Exeter, that the cost per reply of a recent advertisement in that paper was 1s. 8d.

## Good Composite Page

The *Daily Express* last Thursday published a composite page on Llandudno as a holiday centre. It contained no fewer than 41 different advertisements.

## "Sunday Mercury" Walk

The annual 55-mile road walk from Nottingham to Birmingham for the *Sunday Mercury* Cup took place last Saturday. Several advertisers supplied chocolate and minerals for the walkers.

## For the Miners

Nearly £500 has been given by the proprietors of the *Sheffield Telegraph* for the relief of distress amongst the children of miners. In addition, substantial amounts have been contributed by the readers of the paper.

## Clothes Make the Man

*Man—and his Clothes* is the title of a new trade journal just published by the Fairchild Publications, Ltd. The idea is to give the latest news and ideas from this and all other countries producing men's wear. It is rather more than a trade journal, for it is made interesting for those outside the trade by announcing the latest fashions in men's clothing. The September number, the first, carries twenty-four pages, including eleven pages of advertisements.

## Novel Catalogue

Handicrafts, Ltd., manufacturers of woodworking materials, tools and so on, issue a novel form of catalogue, called the *Handicrafts Annual*. It is not distributed free but has a net sale of over 70,000 copies per annum. In addition to catalogue features, it includes a number of literary articles all of which are directed towards interesting the reader in the making of articles at home, in the construction of which he will require materials purchasable from Handicrafts, Ltd. The current volume, just issued, contains 320 pages.

## Good Typography

The Camberwell School of Arts and Crafts has produced an excellent brochure concerning its classes in artistic typography. The setting of the booklet is good evidence of the work turned out.

## Spirit of East Midlands

The *Nottingham Journal* recently contained a composite page headed "The Spirit of the East Midlands." The page was made possible by the co-operation of various public bodies in the East Midlands, and was designed to focus attention on this area as a whole as distinguished from any one section of it. Copies of the *Journal* containing the page have been posted to Chambers of Commerce throughout the country, to British and foreign Consuls, as an evidence that the progressive spirit of the East Midlands is not lessened by recent adverse circumstances.

## Printers' Paper

The *Printing Trades Journal* is a new threepenny monthly, published from 2, Johnson's Court, Fleet Street, in the interests of master printers, printers' engineers, and allied trades. The opening number contains extensive discussion of the operation of the General Strike in the newspaper world, and prints the terms of the National Agreement which followed it.

## Famous Advertiser's Ambition

In the *Yorkshire Evening News*, on August 13, there appeared an interesting story of Sir Harold Mackintosh's early ambitions. His first desire was to write adventure stories.

## Four Special Issues

Four "boom" numbers of *Woman's World* are now in course of preparation, in connection with the gift of free patterns, and will be dated September 25, October 2, 9 and 16. Mr. Charles E. Mander, advertisement manager, reports that extensive plans are being made to advertise these, and it is anticipated that the combined circulation of *Woman's World* and *Home Companion* will exceed 600,000 copies weekly. In spite of industrial difficulties *Woman's World* and *Home Companion* have maintained their usual popularity with advertisers.

Really smart advertising—a whole page in a South African paper, which presents a new trade sign to make the name of the firm easy to recall. A list of goods sold is given in the left-hand panel

## Clever Tint Cards

The Pall Mall Engraving Co., Ltd., have issued a card showing 40 different tints for shading purposes. On one side, the tints are printed on art paper, and on the other on news print, so that the effect obtained in magazines or newspapers can be seen at a glance.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track

## PROSPECTIVE ADVERTISING

Some Registered Trade Marks and Names selected from various sources suggested as Potential Advertisers

**Dainty Dyes.**—Household dyes. Shand Bros., Ltd., 20, Renfrew Street, Glasgow.

**Leche de Magnesia.**—Medicinal preparation. Proprietary Agencies, Ltd., 179, Acton Vale, W.3.

**Beam.**—Electric batteries and loud speakers. Lester and Marquis, 15, Thavies Inn, Holborn Circus, E.C.1.

**Portadyne.**—Wireless apparatus. Whittingham, Smith and Co., 4, St. Mary's Square, Ealing, W.5.

**Granette.**—Photographic apparatus. Liverpool Patents Co., Ltd., 25, Water Street, Liverpool.

**Pancro.**—Cutlery. Harry A. Pinchbeck, 35, Friday Street, E.C.4.

**Golglo.**—Head lamps. Equipment and Engineering Co., 2, Norfolk Street, Strand, W.C.2.

**Brittax.**—Dress fasteners. George Edmonds, Ltd., Soho Hill Works, Hockley Brook, Birmingham.

**Blue Bird.**—Children's cycles. Excelsior Motor Co., Ltd., King's Road, Tyseley, Birmingham.

**Pretty Polly.**—Hosiery. Robinson and Harris, 10, Talbot Road, Leicester.

**Abbey.**—Pyjamas. Abbey Manufacturing Co., West End Mills, Cleckheaton, Yorks.

**Venseem.**—Hats and caps. J. Lemel and Sons, Ltd., 46, Moor Lane, E.C.2.

**Tam O'Shanter.**—Boots and shoes. Alexander Boyd, 57, High Street, Ayr.

**Bardolph.**—Boots and shoes. Frank Parker Shoe Co., Ltd., 156, Bardolph Street, Leicester.

**Fascination.**—Stockings and socks. Distributing Corporation (London), Ltd., 60, Wilson Street, E.C.2.

**Egg Record.**—Poultry food. Alfred Thorne, Two Counties Mill, Moor End, Eaton Bray, Beds.

**Diploma Coffee.**—Treip, Elks and Co., 6, Victoria Warehouses, Mansell Street, Aldgate, E.1.

**Mother Red Cap.**—Pickles and sauces. Fawcett Bros. and Done, Moss Lane, Ormskirk, Lancs.

**Minuet.**—Chocolates and confectionery. Lindsay and Low, Ltd., Carolina Port Works, Camperdown Street, Dundee.

**Copto.**—Lubricating oil. Sozol (1924), Ltd., 20, Copthall Avenue, E.C.2.

**Crusade.**—Perfumery and toilet articles. Edwards and Gritton, 36, Plumstead High Street, S.E.18.

**Parelna.**—Perfumery and toilet articles. Charles W. Hill, 57, Barbican, E.C.1.

**Laceylight.**—Polishes. Jackson and Robey, 282, Stamford Hill, N.16.

### C.O.D. Will Continue

The Post Office C.O.D. has proved such a successful and profitable venture that it is likely to become a permanent institution.

This was the official reply last week to the rumour that it was intended to abandon the system.

The Postmaster-General announced in a recent speech in the House of Commons that 3,000 parcels a day were being dealt with under the scheme, and according to official figures 294,800 parcels had been carried up to July 31 last. It is estimated that in a full year 850,000 parcels will be handled.

*Hill, Siffken & Co*

have pleasure in announcing that they have now greatly increased their facilities for the production of every description of

# HIGH CLASS PRINTING

and have installed the most up-to-date Off-set Machinery.

Your enquiries are invited for

# POSTERS SHOWCARDS BOOKLETS

Every enquiry has the personal attention of Mr. Edward Hill (Joint General Manager).

2, CRANE CT., FLEET ST., E.C.4  
& Grafton Works, Holloway, N.7

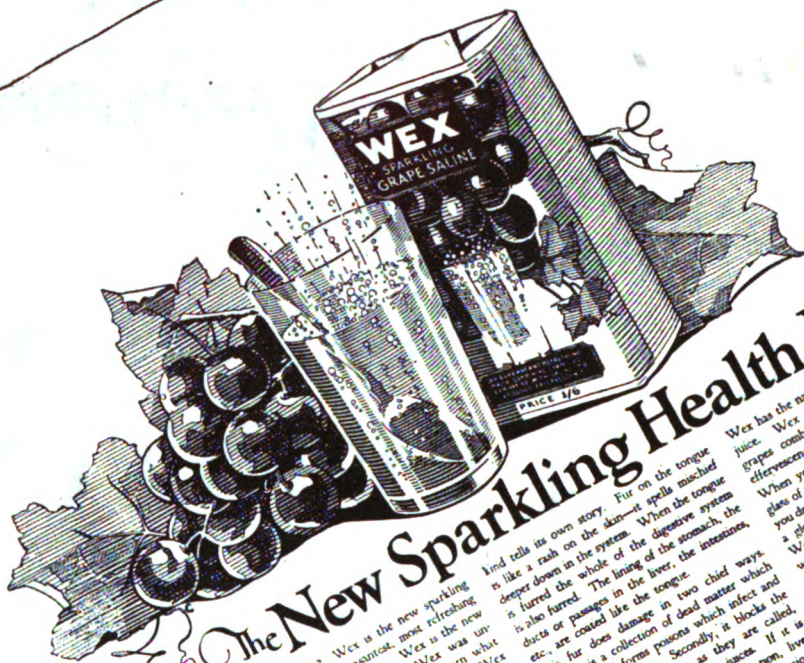
WIRE OR 'PHONE—

"REPRODUCE, LONDON."

CENTRAL 4948.



# Amazing Response to



## The New Sparkling Health Drink

What is Wex? Wex is the new sparkling grape saline—the pleasant, most refreshing way to health. Yesterday, Wex was unknown. Today, thousands will learn what Wex means and stand for. Tomorrow, Wex will be talked about by tens of thousands. In a month, Wex will have added a new word to the English language—a word meaning health, fitness, glorious well-being.

### Your Tongue will tell you

Do you need Wex? Look at your Tongue! What colour is it? Your tongue ought to be "in the pink." If it isn't there's something wrong. A coated tongue, a "morning mouth," is a sure sign of an upset system. It means that you have risen in the morning with heavy eyes and a sleepy mouth. Maybe it's something you've eaten. Or something you've drunk. Or not enough fresh air or insufficient exercise. Whatever it is your tongue is the wrong colour. You feel out of sorts, dull, listless.

Doctors call this coating fur. There are different kinds of it known to them, and each

kind tells its own story. Fur on the tongue is like a rash on the skin—it spells mischief deeper down in the system. When the tongue is also furred. The lining of the stomach, the ducts or passages in two chief ways, etc., are coated like the tongue. This fur does damage in the liver, the intestines, ferments and forms poisons which infect and weaken the system. Secondly, it blocks the openings of the glands, as they are called, which produce the digestive juices. If it is not removed, indigestion, constipation, liver diseases, anaemia, blochy complexion, unrefreshed blood, etc., will result. Wex will flush this fur and the poisons formed by it from the remotest parts of your system, and will purify and freshen up all these parts at the same time. Be your own Doctor in this matter, and watch your tongue every morning.

### Wex to the Rescue!

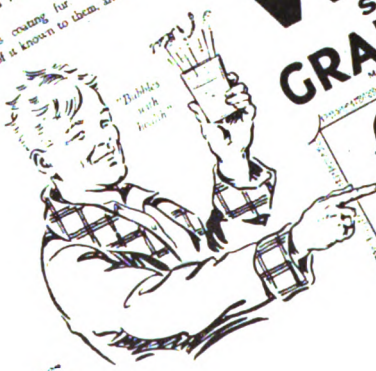
Wex will put you right. Wex will restore your lost appetite. Wex will get you up in the morning fresh as a daisy.

Wex has the natural cleansing action of grape juice. Wex is the essential ingredient of effervescence. When you put a teaspoonful of Wex into a glass of water there is a pleasant bubbling. As you drink Wex you feel a sense of invigoration, a glow which stimulates the whole system. Wex refreshes the blood. Tones up the whole system. Drink Wex in the morning as often as your tongue tells you to. Wex is the natural and healthy way of keeping the system cleansed and keyed up to splendid vigour. Your acceptance of Wex, once you have tried it, is certain. You will look forward to this morning draught as the pleasant beginning of a day.

### Sample Free

We will send you a sample packet of Wex free and post paid on receipt of the coupon below or a postcard giving your name and address. If you cut out the coupon NOW the will remind you. Make a courtesy of trying this new grape saline by snapping the coupon off before you turn the page.

**WEX**  
SPARKLING  
GRAPE SALINE 1 1/2



**free Sample Packet**

Just write your name and address clearly on capital letters on coupon below, which you can put the lid in unopened envelope. To WEX, NKA, Dramatic Arcade, Manhattan. Please send me free and post paid sample packet of Wex Sparkling Grape.

Name \_\_\_\_\_ Address \_\_\_\_\_

Use this Coupon on a postcard

# Carlton-designed Advertisement

THE WEX advertisement reproduced here is of particular interest to those advertisers who have a special offer to make to the Public or are placing a new line of goods on the market.

The response it evoked was described by that experienced advertising campaigner, Mr. Alfred Marland, as "amazing in these trying times."

CARLTON drawings made this advertisement attractive to the eye; a CARLTON layout gave added prominence to the out-of-the-ordinary coupon. We are proud of our share in this gratifying success, and invite you to investigate whether we cannot help you to get the greatest possible results from *your* advertising.

*Come to CARLTON  
for value in Art and Idea.*

Carlton Studio  
Carlton House, Ltd  
Ct Queen St,  
Kingsway,  
London,  
W.C.2.

Phone  
Regent 1827.

## A Modern Advertising Agency

Sheldons Ltd. invite inquiries from advertisers and intending advertisers seeking Agency service of the most modern type.

Having recently built their own premises, specially equipped for full Agency work, Sheldons Ltd. conduct

*Press Advertising*  
*Poster Advertising*  
*Direct Mail Advertising*  
*Trade Advertising*

on new lines. Each department is fully staffed.

*Sheldon copy*  
*is making a*  
*name*

and the Sheldon Merchandising Service, from which the most complete and up-to-date market analysis of the entire Kingdom has been installed, is yielding unmistakable benefits to clients.

*A trained Sheldon Representative*

will be sent to any part of the Kingdom to discuss markets and selling problems, without creating any obligation.

**Sheldons Ltd.**

SERVICE ADVERTISING  
PRESS AND POSTER

**Sheldon House**  
**Queen Street**  
**LEEDS**

B C M/4 ADS

## Good Ideas for Advertisers

*An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking*

### Localising Testimonials

A big firm of sparking plug manufacturers in the States has conceived a new idea for localising testimonials. It believes that a man in, say, Birmingham, is not interested in the fact that a man in Penzance has run 1,000 miles without changing a plug. But if a man in Birmingham testifies to such an experience, it is calculated to have effect. In a house organ issued to the consumer, the firm leave a blank at the side of the page. The local dealer, who acts as distributor to the consumer, adds in this column local testimonials, carefully matched in or reproduced by facsimile typewriting.

### Did Not Call In Salesman

A manufacturer was faced with the difficulty of introducing a new carton for an old-established product. He wanted to tell his salesmen all about it, but he did not want to arrest their progress by calling them all off the road and making them lose several days' work. So he telegraphed to each of them on successive days: "Stand by after midnight for telephone conference on new container for —." This ensured the men being by the telephone when wanted; it made them think of the new carton before the call came through, so that they were prepared for the conference; it saved a waste of words and made the telephone call less costly. Moreover, it enabled the manufacturer to speak personally to each man on successive nights without calling them away from their territory.

### Novel Price Ticket

In the belief that a vivid spot of colour in a window display will attract attention to his goods, a manufacturer has supplied dealers with a hexagonal tag, buff in colour with a striking border of deep orange. On one side is printed the trade name, and on the other the price. The name identifies the product with the manufacturer's advertising, and the clearly-stated price quickens sales by reducing haggling.

### Contributions from Dealers

A big firm of rubber manufacturers has set out to help the salesman who is so often met with objections concerning high prices. It sends to its salesmen actual letters received from their own trade, giving instances where the argument of quality has beaten the argument of price. This helps the salesman to meet objections, and gives him a fresh supply of arguments, topical and persuading.

### Quote Prices

Manufacturers will pack a catalogue full of words about the manufacture, history, uses, advantages, appearance, weight, strength, dimensions, length of life and everything else but they *don't* give prices. What interests the prospective purchaser more than anything else is "What will it cost?" He looks for the price, he can't find it, and immediately thinks to himself, "The price is so high they are ashamed to print it." Thereupon, he throws the catalogue aside and proceeds to forget the matter. Very few people will take the trouble to write and ask for prices, for that means the expenditure of postage, time, trouble, energy and effort.

### Quarter Page in Two Colours

In many magazines we see whole-page spreads in two or more colours. In some of the higher-class periodicals, every other advertisement page is in colour. Have you ever seen a quarter-page in colour? Would it not be a good idea to have a half or quarter-page in colour, side by side with other advertisements in black and white? If that were done, the colour would be alone on the page, and it would gain additional strength by contrast with the other black advertisements. Moreover, the unusual attracts attention, and the appearance of a quarter-page of colour would catch the eye immediately—even more, probably, than a whole page spread where there are many such spreads in the paper. P.M.

### For Theatre-Goers

Theatre programme advertising seems to consist chiefly of the name, address and business of the advertiser, but by means of a simple competition a large number of people who would not do so otherwise, and who sometimes have a long wait during the various scenes of the play, can be induced to read and study an advertisement in the programme. A crossword or similar puzzle can be given containing an advertising sentence and prizes offered to the competitors who evolve the best slogan for the advertiser containing one or more words from the given sentence can be arranged by different advertisers monthly. Attention can be drawn to the competition by means of slides on the screen. Entries (on the programme) are free. Competition copy is set up monthly and the prize winners names shown in the respective shops the following month.

### COMPETITION THAT WILL MAKE ADS. READ

*"John Bull's" Effort to Interest the Public*

*John Bull* and *Passing Show* are to run a free competition in the issues of August 28 and September 4. The purpose of this competition is not to inflate the sales of the periodicals, but to increase the reader's interest in advertising.

Competitors will be invited to write in the space provided the names of the six branded articles they consider to be most effectively advertised in Great Britain to-day; arrange them in order of merit; and indicate where they most clearly remember seeing the advertisement of each brand, namely, in newspapers, magazines, etc., on hoardings, or in shop windows.

Handsome cash prizes are offered, and the competition will mean that advertisements will be closely studied. The results should bring to light some interesting facts.

### Type-Setting Competition

The result of the National Eisteddfod Competition for the best-set Title Page, with given wording, has just been declared. The prize was divided between two candidates, one of whom was L. Mott, a student of the L.C.C. Camberwell School of Arts and Crafts.



# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## VOLUNTARY LIQUIDATIONS

[NOTE.—*Voluntary liquidations, may in some instances, refer to companies in course of reconstruction.*]

**Hill, Siffken & Co., Ltd.**—Notice is given that a meeting of creditors of this company will be held at the Institute of Chartered Accountants, Moorgate Court, E.C.2 (entrance in Great Swan Alley, Moorgate) on Friday, August 20, at 3.30 p.m.

**The Financial Outlook, Ltd.**—A general meeting of the members of this company will be held at the registered offices of the company, Balfour House, Finsbury Pavement, on September 10, at 11 a.m., for the purpose of having an account presented by the liquidator showing the manner in which the winding up of the company has been conducted, and the manner in which the property of the company has been disposed of.

**National Signs, Ltd.**—At an extraordinary general meeting of the shareholders of this company, held at 61-62, Lincoln's Inn Fields, W.C.2, on July 16, the following resolutions were passed, and at a second meeting, held on August 3, the resolutions were duly confirmed:—1. That the company be wound up voluntarily; 2. That Wm. Herbert Chantrey, C.A., of 61 and 62, Lincoln's Inn Fields, W.C.2, be appointed liquidator.

**Showcards (Bristol), Ltd.**—At an extraordinary general meeting, held on

August 7, the following resolutions were passed:—1. That it has been proved to the satisfaction of this meeting that the company cannot by reason of its liabilities continue its business, and that it is advisable to wind up same voluntarily; 2. That Mr. F. R. O. Bloxsome, of 7, Unity Street, College Green, Bristol, be appointed liquidator, to whom creditors should send in their claims on or before September 4 next. A meeting of the creditors will be held on August 28, at 7, Unity Street, College Green, Bristol, at 10 a.m.

## MEETING OF CREDITORS

**Re Cox & Santolini**, electrical and mechanical sign makers, 179, Old Street, E.C.—The first meeting of creditors was held on August 11 at Bankruptcy Buildings, Carey Street, W.C., under a receiving order made against Messrs. Henry Cox and Julien Marius Santolini, trading in partnership as above. The debtors entered into partnership in February, 1925, with capital provided by the petitioning creditor (Mr. Walter A. Cox); the trading was unsuccessful from the outset and came to an end when Mr. Cox issued a writ for the recovery of his debt and instituted these bankruptcy proceedings. Accounts were presented showing liabilities £473 against assets £10, and in the absence of any offer the estate was left with the Official Receiver to be wound up in bankruptcy.

## NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

**Overseas Publicity and Service Agency, Ltd.** (215525).—Private company. Registered August 6. Capital £2,000 in £1 shares. Objects: To acquire the business carried on at 9, Quality Court, Chancery Lane, W.C., as the "Overseas Publicity and Service Agency," and to carry on the business of advertising agents and contractors, publicity experts, billposters, etc. Registered Office: 9, Quality Court, Chancery Lane, W.C.2.

**Eddystone Spot Light Company, Ltd.** (215550).—Private company. Registered August 7. Capital £6,000 in £1 shares. Objects: To carry on the business of advertising contractors and agents, manufacturers of all kinds of apparatus used by advertising contractors, etc. The directors are: F. H. Eeles, G. O. Moss, W. B. Shepherd and D. Murray. Registered Office: 75, Victoria St., S.W.1.

**Forum Publicity Services, Ltd.** (215518).—Private company. Registered August 6. Capital £4,000 in £1 shares. Objects: To acquire the business of advertising agents now carried on by F. C. Hodges, either in his own name or as "Forum Publicity Services." Registered Office: Victory House, Leicester Square, W.1.

**Adam Howard Advertising, Ltd.** (215628).—Private company. Registered August 12. Capital £1,500 in £1 shares. Objects: To carry on the business of advertising agents and contractors, billposters, etc. A. Howard Adams, permanent governing director. Solicitors: Kenneth Brown, Baker, Baker, Lennox House, Norfolk Street, W.C.2.

# The Sales Manager's M A P of Great Britain

Something entirely new. Specially compiled to show at a glance the business possibilities of the various parts of the country.

The Sales Manager's Map of Great Britain has been published to meet an insistent demand from Sales Managers for a map containing just those features required for a Sales Organization.



Details upon application to "A. W.,"  
FLEET SALES SERVICE LTD.,  
1 & 2, PLEYDELL COURT, FLEET STREET, E.C.4

Telephone: Central 2701.

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10<sup>1</sup>/<sub>2</sub> | 50 for 4<sup>2</sup>/<sub>3</sub>  
20 for 1<sup>1</sup>/<sub>9</sub> | 100 for 8<sup>1</sup>/<sub>2</sub>

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

## Use the WOMAN'S MAGAZINE and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement  
Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bowyer Street, E.C.4.

Telegrams: Tracts, Fleet, London.  
Telephone: Central 8428-8429.

CATALOGUES  
BOOKLETS  
FOLDERS

We can give very Keen Prices, Highest Quality  
and a very Efficient Service for Large Quantities.

CASTER & JELLEY, LTD.

'Phone (Private Exchange) Head Office and Works:  
PETERBOROUGH 172. PETERBOROUGH.  
London Office:—10, Lancaster Place, Strand, W.C.2.  
'Phone: Gerrard 1877.

To Firms Seeking Wealthy Markets

**"PINANG GAZETTE"**

Oldest Daily in Malaya. STRAITS SETTLEMENTS

**"LA RAZON"** BUENOS AYRES  
150,000 daily

London Representatives:  
FREEMAN & CO., 3, Paternoster Row, E.C.4

THE BEST FREE GIFTS.

**SOFT TOYS**

Illustrated Catalogue on Request.  
MANUFACTURERS. Est. 1914

**THE TEDDY TOY CO.,**  
45, GOLDEN LANE, E.C.1.

## We Hear—

THAT the agents are booking forward dates freely for national advertisers whose autumn and winter campaigns are being developed on lines that previously proved successful.

THAT books for holiday reading have been freely advertised, and those newspapers giving space to reviews and literary notes have received the generous support of the publishers.

THAT there is every indication that insets are going to have a good innings in the monthly magazines this autumn.

THAT the transference of the advertising account of one of the leading firms in the furnishing trade has given rise to a good deal of talk in the Street; and also—

THAT an ill-tempered personal attack on the chairman of the National Vigilance Committee has aroused indignation among those who criticise as well as those who support the work of the Committee; and—

THAT Mr. Imber is entitled to the sympathy of everybody when he is singled out thus for attack on account of work for which the whole Committee and, indeed, the Advertising Association itself, bears the responsibility.

THAT one of the leading provincial evening newspapers advertised last week that the Midnight Follies Orchestra would appear "by kind permission of Sir Travers Towlis," an extraordinary misprint for Sir Francis Towle, who is largely responsible for the wide advertising of the Gordon Hotels and their attractions.

THAT the Western Curers' Association, of Colne, Wilts, are seekers of publicity among pig breeders for a sustained supply of quality porkers for the Wiltshire bacon-curiers.

THAT the builders of the London General 'buses—the A.E.C.—who are advertisers in provincial (and other) newspapers where new 'buses are likely to be needed, have secured a fine editorial and pictorial ad. in the newspapers on the dispatch of a show 'bus travelling by sea and land from London to Budapest.

THAT Mr. Ernest Robson, advertisement manager of the *Blackpool Gazette and Herald*, is in London, with a new net sales certificate for companion.

THAT Mr. and Mrs. Blake are taking their own medicine by going for their usual cruise on the Broads on August 21.

THAT Mr. E. J. Trash has this week joined David Allen Services, Ltd.

# KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and-pulls-and-pulls*

## We Hear—

THAT Messrs. Samuel Allsopp and Co., Ltd., the Burton brewers, are now users of broadsides on a number of London motor-buses.

THAT the late Mr. C. H. A. Duwe, of Manchester, who was one of the pioneers of the gramophone trade in the North of England, left £32,743.

THAT reports from Coventry and Birmingham show that publicity men in the motor industry are beginning to get busy on prospective work for the Motor Show at Olympia, in October.

THAT several popular Fleet Street managers of provincial newspapers are making holiday in the country, and working in a stay at headquarters to compare notes on the past and the future outlook for business.

THAT Mr. W. Franks, of the Encyclopædia Britannica, has prepared a big scheme for launching at the end of next month.

THAT Mr. H. E. le Bas, of the Caxton Publishing Co., Ltd., and *Golf Illustrated*, won the gold medal playing scratch at Hythe last Saturday, with 74—74—148, and Mr. O. P. Horlick, the medal at Burnham Beeches, with 75—2—73.

THAT Messrs. Wellington and Ward are showing a fine photographic study in their High Holborn shop window of a group of dogs exhibited in a setting of real heather, with a slogan—"the cartridge that never fails."

THAT early this week the *Morning Post* building in the Strand was surrounded by larger crowds than were present when the *British Gazette* was published, all holding up the traffic, to watch the *Post's* display of the latest Test Match figures.

THAT thanks to the Railway Companies continuing their holiday excursion arrangements this season into October, there will most likely be still a fair amount of advertising come from that quarter.

THAT it is understood in the City that Sir George Rowland Blades, Bart., chairman of Messrs. Blades, East and Blades, Ltd., will be London's next Lord Mayor.

THAT Messrs. Stephen Smith and Co., Ltd., of Hall's Wine and Keystone Burgundy fame, report a successful year's trading, with a net profit of £44,775.

THAT Sir Thomas Skinner, the chief proprietor of the *Stock Exchange Year Book* and other financial publications and a director of many important firms, left £321,717.



# OPPORTUNITY WAITS ON YOU

"HE seemed very absent-minded, but I ventured for the fifth time to ask him for a match. He came to earth. 'I beg your pardon, Sir, but that picture of an Hotel intrigued me. I have just decided to stay there—it looks inviting—and was idly wondering which of those rooms would be mine when this train reaches its destination.'"

Each day 950,000 journeys are made by people who see your advertisement in pencil on the walls of L.N.E.R. carriages, and of these people there is invariably a big proportion who are directly and immediately interested in the things you sell. This new medium is in constant circulation.

## SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

A POSTCARD will bring you the economical rates and full particulars of L.N.E.R. Carriage Advertising. The prices include provision of drawings and panels as well as regular inspection. An interesting illustrated brochure will be sent too. Dictate an enquiry now, addressed to the Company's Sole Agent:

T. McDOUGALL, LTD., KINGSWAY CHAMBERS,  
44/46, KINGSWAY, - - - LONDON, W.C.2.

Telephones: Holborn 5240.



The **SUNDAY CHRONICLE**  
*The Sunday Journal of the well-to-do*



## BRAINS FOR SALE!

### APPROVAL IF DESIRED.

One complete set brains, 22 years old, fertile in ideas, tempered by business experience and based on a good education. Actual advertising experience short (measured by time) but decided "bent" for that work. Most suitable for mixing with copy. (Not fitted for "outdoor" use). Brains might be had on trial. The owner is open to discuss any reasonable proposal. He knows that said brains would soon yield more than value for money.

Box 302.

Advertiser's Weekly, 66, Shoe Lane, E.C.4.

## Advertising Service Manager

of important group of provincial newspapers seeks change. Excellent space seller and a sound and versatile writer on every phase of publicity. Good organiser and administrator. Formerly advertising Manager of large manufacturing concern. Box 303, "The Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.



Affiliated to the Associated Advertising Clubs of the World

## When Youth Lights the Way

THE future of Advertising lies with the Youth of the business. We, in the Regent Advertising Club, are learning, moulding our enthusiasms—ambitions—ideals—preparing to lead the way: will you be ready to seize your opportunity?

Membership of the Regent is practical preparation—you will learn and gain the friendship of those working to the same end.

Write to the Honorary Secretary—Sub. 7.6 yearly.

## THE REGENT ADVERTISING CLUB

43, Bedford Street, London, W.C.2.



LIVE Men and Women connected with ADVERTISING should undoubtedly join the

## Publicity Club of London

President: The Right Hon. The Lord Mayor of London

Subscription: One Guinea per annum

Full particulars on application to the Hon. Secretary: The Publicity Club of London, 112, New Oxford Street, W.C.1. 'Phone: Museum 9583.

Specimen copy of the Club's Quarterly, "PUBLICITY," 2/6 post free.

## We Hear—

THAT several of the Continental Trade Fairs are being freely advertised on the billposters' hoardings in London and the provincial industrial centres.

\* \* \*

THAT Messrs. W. H. Smith and Son are now advertising the fact in literary weeklies that all books reviewed or advertised in these journals may be obtained through any of their 1,250 bookstalls and bookshops.

\* \* \*

THAT the broadcasting of Irish advertisements by the Dublin station is meeting with a fair amount of success; and—

\* \* \*

THAT one ingenious effort, the subject matter of which was "kisses," proved to be a very entertaining talk about a variety of candy known as "Colleen Kisses."

\* \* \*

THAT the Killarney Urban Council recently passed a vote of thanks to the Irish American Oil Co., Ltd., for their advertisement of Killarney in "Pratts" Irish travel series.

\* \* \*

THAT an Irish provincial brewery is about to begin a modest scheme of advertising, which, for the present, will be confined to the Free State.

\* \* \*

THAT so great was the entry for the B.B. toffee competition for July that the proprietors were unable to make the usual announcement as to the winners on Saturday last.

\* \* \*

THAT the music traders in Scotland are putting considerable activity into the organising of their second annual music week, which will call for substantial publicity.

\* \* \*

THAT the *Leven Advertiser* has extended its pages, and it carries a good proportion of local advertising matter in Fife.

\* \* \*

THAT several new sky signs are likely to be seen in Glasgow when the dark nights come along and rentals for prominent sites are now on the up grade.

\* \* \*

THAT the autumn session of the Efficiency Club, for women in business and the professions, opens on October 6.

\* \* \*

THAT Warrington is to hold a Civic Shopping and Empire Week in October, that the programme will include an Industries and Empire Goods Exhibition organised for the Warrington Chamber of Commerce by the British Industrial Exhibitions, Ltd., and—

\* \* \*

THAT the President of the Board of Trade, Sir Philip Cunliffe-Lister, is to open the exhibition.

### Regent Club's Reopening

The annual general meeting of the Regent Advertising Club has been fixed for Wednesday, September 22, at the Caxton Hall, Westminster, at 7.30, and the opening meeting for the season for October 6.

The programme for the whole of next year is now being prepared, and as usual this is based on the result of a questionnaire sent to members. Some very interesting visits are also being arranged. The Club is on the eve of its fourth year, and has over 420 paid-up members.

## CURRENT ADVERTISING

### Notes of New Business Going Out: New Advertising Now Appearing in the Press and on the Hoardings

Holford Bottomley Service, Ltd., are again placing for His Master's Voice and Zonophone Records.

C. Vernon and Sons, Ltd., have renewed instructions for the British advertising campaign for the Bowman Biltmore American Hotels.

D. J. Keymer and Co., Ltd., are handling business for Lincoln Jams, manufactured by Ticklers.

John Haddon and Co. have recommenced placing for Brooks Appliance.

W. C. Thorn Service is again booking displays for Whiteway's Cyder.

W. M. Publicity Service, Ltd., have autumn season advertising in hand for International Correspondence Schools.

Geo. J. Smith and Co., Ltd., are placing instructions for the new campaign for Osram Lamps.

Hannaford and Goodman, Ltd., are giving out for Welbank's Boilerette.

Imperial Agency has again been booking newspaper space for Army Club Cigarettes.

Clinton-Wall Publicity, Ltd. (Birmingham) have advertising in hand for Dunell Motor Carrier.

J. Ball (Derby) is handling business for Brown's Barley Kernels.

Barker, Drabble and Co., have been giving out displays for Ner-Sag Mattress Support.

T. C. Bench, Ltd., have in hand large space advertising for Edwards' Harlene, Junofloris and Elmer Shirley.

Steele's Service, Ltd., are handling considerable business for Zam-Buk and an appropriation for Kutnow's Powder.

T. B. Browne, Ltd., have been booking space for Bird's, Atora, Brown and Polson, and Ashes of Roses Perfume.

London Press Exchange, Ltd., have newspaper displays appearing for Nestle's Milk.

Smiths' Agency, Ltd., have been placing large spaces for Chivers' Canned Fruits.

Arthur Knight Co., Ltd., are now giving out for the Fullotone Gramophone.

Commercial Advertising Service, Ltd. (Manchester), have business appearing in provincial newspapers for Cephos.

A. J. Wilson and Co., Ltd., have new advertising in hand for Alfred Graham and Co.

Printers' Ad. Agency is again giving out for Evan Williams Henna Shampoo.

Press and General Publicity Service has recommenced placing in the dailies for Aitchison's Binoculars.

Crossley and Co., Ltd., have been giving out business for Lagonda Motor Cars.

Sir Joseph Causton and Sons, Ltd., are handling a Northern newspaper scheme for Hodge's Twist Tobacco.

Dorland Agency, Ltd., have placed for the Hotel Cecil in the United States and Canada, and are handling further advertising for Wakefield's Castrol, Butywave Shampoo, and Citroen.

Roebuck's Advertising Service are issuing for Thomas Wallis & Co., Ltd., and the Hawick Hosiery Co.

David Allen Services, Ltd., have been giving out for Wincarnis.

Advertiser's Weekly  
Friday, August 27, 1926

OCT 7 1926

The "Test" and the Trade "Ashes"

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20<sup>0</sup>/a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The regular  
Advance Booking  
of Space in

**"PUNCH"**

is the truest indication  
of its value to Advertisers

*Orders for space during 1927  
are now being arranged daily*

MARION JEAN LYON,  
Advertisement Manager, "PUNCH"  
80 Fleet Street, London,  
E.C. 4

## Striking Testimony of a Great Firm to the Advertising Value of the 'Express & Echo' Exeter



BY APPOINTMENT

J. S. FRY & SONS, LTD.  
BRISTOL.



BY APPOINTMENT

TELEGRAMS  
FRY, BRISTOL

TELEPHONE  
BRISTOL 5620.

ADD/PML

13th July, 1926.

Mr. Charles Splatt,  
THE WESTERN TIMES CO. LTD.,  
226, High Street,  
Exeter.

Dear Sir,

You will no doubt remember that we promised to supply you some few months ago with the cost per reply for our Family Gift box announcement.

These particulars are now ready, and we find that your paper has worked out at an extremely cheap rate. We trust the following details will be of interest to you:-

Average cost per reply.

NATIONAL DAILIES.....	2/8d.
PROVINCIAL MORNINGS.....	5/4d.
" EVENINGS.....	3/4d.

Cost per reply EXETER EXPRESS & ECHO  
1/8d.

Yours faithfully,  
J.S. FRY & SONS LTD.

Advertising Department..



The "Express & Echo" Rate *per inch* may not be cheap, but the rate *per reply*, which is what matters, works out very cheaply indeed.

The pre-eminence of the "E. & E." is due to three main causes:-the wide area over which the paper effectively circulates—a radius of 50 miles from Exeter: the intensive nature of its circulation—every town and village in that wide area is supplied: and the family character of its circulation—it is the home paper, and therefore, every copy pulls its weight for the advertiser.





# The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING



Vol. 51

FRIDAY, AUGUST 27, 1926

No. 690

## A Clarion Call to Industry

By J. Vincent

Hon. Organising Secretary, Manufacturers' Conference

IT seems reasonable in the light of prevailing conditions to assume that the trouble between the mineowners and the miners will be settled in the near future, and that peace will once more reign in industry before the Manufacturers' Conference is held in Manchester, on October 6.

What an opportunity this Conference will provide for a clarion call to Industry to forget the strife of the past few months and get down to the task of making British goods once more predominant throughout the world! The magnitude of the task should not be under-estimated, but it is well within the capabilities of British industry—if the lessons of the past have been taken to heart.

Inelasticity in methods of production and slipshod salesmanship in the past have had a lot to do with our loss of markets, and with the reawakening of industry must come a determination to take advantage of every modern method which will tend towards greater efficiency in any and every direction.

The advertising profession can be of the greatest assistance to industry to-day more than at any other time. It is no use advising manufacturers to sell British goods unless we also explain how they are to be sold. Manufacturers must realise that the man who makes the goods is seldom the most capable of selling them. The big advertising agencies of to-day have been built up solely by their ability to sell the goods made by other people, and it is to them the manufacturer must turn if he is to reap the full reward of manufacturing good goods.

Questions of market research, methods of presentation to the buying public and effective salesmanship are all part of the routine

of an advertising agency, and when manufacturers realise what this specialised service can mean to them they will realise also how to dispose of their biggest problem—selling the goods they produce.

The movement in this direction will be inaugurated at the Manufacturers' Conference in Manchester, when four hundred manufacturers will be gathered together to receive information on the subject of selling British goods. The whole theme of the Conference is "Sell British Goods," and it is up to every member of the advertising

profession to support the efforts of the Manchester Publicity Club to provide such a clear lead to Industry that the ultimate result will be the recognition of the British as not only the best manufacturers but the best salesmen in the world.

### "Advertising Display"

NEXT week we shall present to our readers the third issue of "ADVERTISING DISPLAY." This new effort of ours has met with widespread approval and we have received many complimentary comments on it for which we are grateful. It will be realised, with the appearance of this third number, that the first thing we aim at is to present a totally different appearance with the Supplement every month. The cover of the new issue, for example, is produced by linograph, and is a complete contrast to the previous covers. The types used for the headlines this month are Baskerville and Caslon Italic, a marked contrast to the Nicholas Cochin which was used in the August issue.

Two-colour printing is the theme of the first article in the issue, and there is, therefore, a free use of the second colour throughout the issue, and the use of two colours in line illustration is practically demonstrated.

The practical application of beauty to the needs and purposes of business is, indeed, the whole object of "ADVERTISING DISPLAY." We are able to cover aspects of advertising in the Supplement which the rapidity of production required for a newspaper debars us from presenting in the WEEKLY. The successful launching of the Supplement therefore rounds off the service which we are able to render to our readers.

### THIS WEEK'S PAPER

Get on with the Test Match—  
by W. H. Harford

*A Topical Application of the Regaining  
of the "Ashes"*

Postmark Advertisements

*Some Schemes for Circumventing the  
G.P.O. Proposal*

Where Does the Dealer Aid Fail?

*Common Weaknesses Explained*

Pitfalls in Illustrating the Product  
—by Norman Hunter

A Concrete Scheme Built on  
Sound Foundations—by W. J.  
Chandler

*Details of a Selling Campaign that  
involved the Building of Four Houses*

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Current Advertising  
Advertiser's Gazette  
We Hear, etc.*

THE ADVERTISER'S WEEKLY

66, Shoe Lane, London, E.C.4.

# Get on with the Test Match !

## Some Cricket Lessons for British Manufacturers

By W. H. Harford, a Director of Saward, Baker and Co., Ltd.

**T**HE Cricket Test Match tested Britain and Britain won. THE Trade Test Match is testing Britain and Britain can win.

Whole columns of speculative nonsense were written about the difficulty we should experience in beating our rivals at cricket. It was said that we had no new blood. It was said that we were not willing to utilise the ability of the old hands. It was said that we had no imagination. It was said that we were terrorised by the past successes of our opponents. It was said that we had not enough good batsmen or that we were weak in bowling. It was said that we should have to depend upon the good fortune of the weather. In fact, everything was said that could be said.

And the end was that we won.

### A National Trait

Now there is something more to be said. We won because there is something in the composition of Great Britain which, if placed up against tremendous obstacles, will win. We do exercise our brains when needs demand, and maybe it is a great pity that we do not exercise them earlier in any given struggle. But there it is.

We should, however, seriously consider the lessons of the historic Test Match played out at the Oval this year. The most striking feature to the mind of the writer is the ability of the Selection Committee to have brushed off all the flies that were alleged to have collected upon it. From the advice of a multitude of counsellors they decided to back their own judgment. Whilst on the one hand they were expected to be old-fashioned—and they were old-fashioned enough to include Rhodes—they were, on the other hand, expected to be so rattled that they would include comparative juveniles; and they were “unrattled” enough to include such brilliant juveniles as Stevens and Larwood. It was not anticipated that they would put the captaincy in the hands of a comparatively untried young man. They were enterprising enough so to do.

### A Case for Selection

The business of Great Britain might very well be handed over to the Selection Committee of the English Test Team. Too many businesses are in the hands of old men. Too many need the courage and imagination that youth provides. Too many businesses in this country are suffering from a feeling of hopelessness. Some are inclined to turn away from the old knowledgeable, virile, experienced elder leaders and make the somersault that puts their business solely into the

## “Advertising Display”

for September will  
be presented with  
next week's

## ADVERTISER'S WEEKLY Contents

### VOLUME 1 - NUMBER 3

Frontispiece: A Catalogue Cover for Bradley's, Ltd.

The Temperamental “Second,” by Noël Surrey Dane

Poster Psychology of Three Nations, by Errell of Cologne

Advertising in Three Dimensions, by Harold B. Pereira

Type is part of the picture, by A. S. Wildman

The Panel and the Pencil Sketch by H. C. Ferraby

The Month on the Hoardings, by John G. Gray

Business Built by Containers, by Cecil Chisholm

hands of the untried and the non-proven. Too many, on the other hand, are afraid of the coming aggressive generation. Far too many feel that England is not going to win in the great Trade Test Match that must inevitably follow the solution of the mining industrial disturbance.

### The Lesson

But surely the outstanding lesson of the Test Match is that the Selection Committee were determined to produce a team that would win. They were confident the Old Country could win; they knew the Old Country could win. Their problem was to get the right organisation to win, and the brilliance of their judgment was in a complete indifference to tradition and a sound judgment of existing personalities. Therefore the apparent paradox of the captaincy of Chapman and the inclusion of Rhodes was really a matter of the application of common-sense and imagination.

What an example for the manufacturer of Great Britain, who is either inclined to say “Let us scrap all our old selling machinery; let us go in for new blood; let us simply advertise,” or, on the other hand, to say, “This talk of new methods and greater enterprise in salesmanship is all nonsense.” If the British manufacturer will become his own Selection Committee, be determined to win, and then graft new machinery on the old, there surely can be no doubt of his triumph!

## “Home Employment” Fraud

### Conviction of a Man who Advertised from an Accommodation Address

**A**T the Marlborough Street Police Court on Tuesday, Walter Watson, 27, clerk, of Hunter Street, Russell Square, appeared on four charges of obtaining money by false pretences. Mr. Ronald Powell, who prosecuted for the Commissioner of Police, said the accused advertised in South Wales under the style of Smithsons, Limited, “advertising agents and business consultants,” 215, Piccadilly, for home workers and envelope addressers. The business, said counsel, was entirely fraudulent and bogus, and the address given was an accommodation address. Those who answered the advertisements were offered home work, which would bring them in from £2 to £3 a week. The letters also informed the inquirers that they must send a deposit of 10s., or, in some cases, £1, as the firm had been victimised in the past. A large number of people sent money, but they never received any acknowledgment. On August 9, Detective Greenacre, having ascertained that Smithsons was not registered at Somerset House, watched the accommodation ad-

dress in Piccadilly and arrested the accused, who had in his possession 54 letters containing £29 10s., and 34 other letters addressed to Smithsons, Limited. The accused said he was the London agent to Smithsons, of Fargate, Sheffield, but it was found that there was no such firm there.

Four witnesses from South Wales gave evidence that they parted with sums of money varying from 10s. to £1.

The accused said that he thought he was employed by a genuine Sheffield firm.

The magistrate was informed that the accused was identical with a man who attempted to carry on a similar fraudulent concern in Fargate, Sheffield, and sentenced him to eight months' imprisonment in the second division.

[This man's career has been dealt with by the National Vigilance Committee, and it was on information gathered by the Committee that the police were enabled to act.—Ed., ADVERTISER'S WEEKLY.]

# Postmark Advertising Still Meets with Opposition

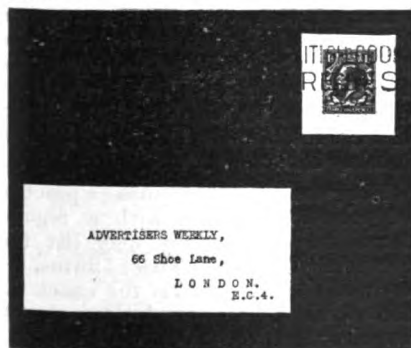
## Schemes for Circumventing the Proposal—Black Envelopes and Mechanical Tints—Opinions of the Profession

**O**BJECTIONS to postmark advertising for general commercial purposes have poured in upon the Postmaster-General, and have also been made publicly during the past week.

The Incorporated Association of Retail Distributors has sent a letter of protest to Sir William Mitchell-Thomson, the Postmaster-General, in which, among other things, it is stated that it would be absurd for a firm's catalogues and printed matter to be delivered to their customers bearing over the stamp the advice to shop at a rival store.

### The Chairman's View

Mr. W. J. Hopton, the managing director of Messrs. H. Holdron, Limited, of Peckham, who is this year chairman of the association, has stated:—"It is very undesirable that the correspondence of a business house should bear the advertisement of a competitor. I assume that the proposition is not limited to advertising one's own goods on one's own correspondence, because this would have no advertising value whatever. The scheme lacks that dignity which I think should be maintained by a great national institution like the Post Office. As an advertising medium, I submit that the proposition would in any case be almost valueless, and would not present sufficient financial gain to the Treasury to outweigh its inherent disadvantages. As an individual I object strongly to the idea of my private correspondence being used as an advertising medium. Moreover, one's correspondence is the absolute property of the individual, and I cannot believe that the Government has the right to utilise such property in the manner, and with the object, suggested."



### The Agent's Statement

Messrs. Frank Mason and Co., Ltd., the advertising experts, who are in charge of the Postmaster-General's proposed scheme of postmark advertising, on the other hand, have stated that the idea has been well received by important traders, despite the immense volume of adverse criticism.

"There will be no conflict with advertisers," he said to a press representative. "There is a method we intend to use—I am not at liberty to disclose any details—which will prevent clashing. It may, of course, happen that a firm who sell a proprietary brand of goods find that the brand is advertised in the postmark, but that will be to their advantage."

THE WEEKLY has received a large amount of correspondence on the matter, but no letter supporting the scheme is included in the total. There is evident a determined opposition to the proposal and a desire to defeat it.

The Post Office Guide makes it clear that nothing must be *printed* on the right-hand side of the envelope. There is no regulation governing the colour of the envelope. By using a black envelope, with an opening for the typed name and address on the letter itself to show through, the postmarked advertisement would become all but undecipherable, while the stamp would still be legitimately cancelled.

This idea has already been put into practice by the Westminster Adver-

tising Service, Ltd., who sent to the WEEKLY the following letter enclosed in the envelope illustrated herewith:

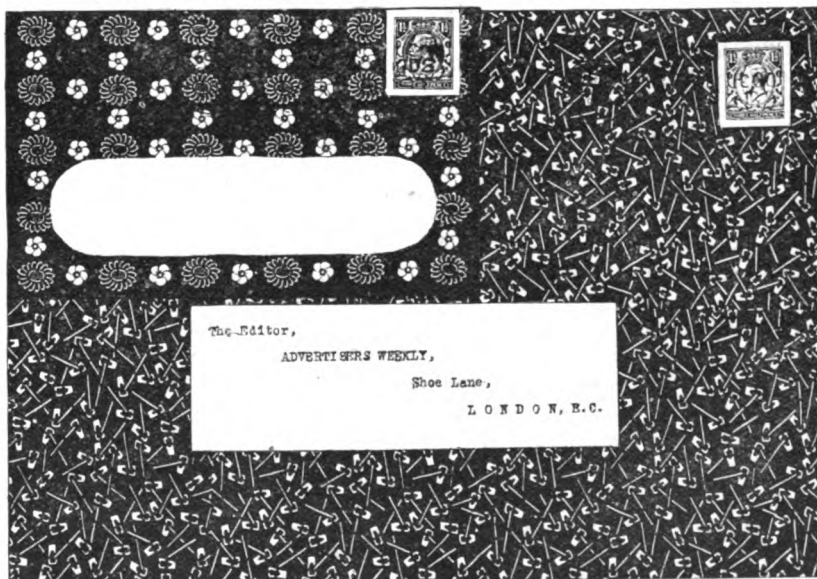
"If the envelope in which this letter is enclosed has proved a shock to your susceptibilities and created in your mind the thought that we have added an Undertaking Department to our Organisation, we would hasten to tender our apologies and assure you that our service to our clients, as in the past, is still strictly confined to the period during which they are sufficiently alive to appreciate its true value."

### "Mournful"

"Unfortunately, circumstances, in the form of a recent decision by a Government Department as to advertising on other people's property has compelled us in self-defence to make an honest endeavour to protect what we maintain is strictly private property, and if we are compelled to adopt a somewhat mournful method of doing so, we at least plead in justification that we are doing it in a profound spirit of sorrow that any such ill-conceived scheme should have come into being."

"We hope that this period of depression may only be a temporary one, and that on further reflection the Department in question will decide to withdraw their scheme, in which case we shall be able to shed our weeds, and continue, as in the past, to add our small proportion of cheerfulness to your morning mail."

(Continued on page 270)



Three methods of circumventing the use of private envelopes for advertising by the General Post Office. In the first example, actually in use at present, the entire envelope is black. In the other two examples the envelope has been overprinted with a blockmaker's mechanical tint and it is at once evident that the advertisement which forms part of the cancellation stamp becomes almost wholly unintelligible even if it is not wholly illegible.



# Where Does the Dealer Aid Fail?

Common Weaknesses Explained—Why Dealers Do Not Use Them—  
Technical Faults that Make Aids Useless

**M**ANUFACTURERS are sometimes amazed to find that a dealer aid, which has been prepared at considerable expense and with much trouble, is not being used by the retailer.

Some manufacturers, says Mr. S. Roland Hall in a chapter of his new book, "Theory and Practice of Advertising," frankly own that they devise displays that do not cost them much, because most dealers leave them unpacked or throw them away without use. Others proceed on the sounder principle of creating displays of unusual effectiveness and then develop a real plan to keep the displays in active circulation.

The writer mentions different kinds of dealer aid which it may be well to recall before going into the faults which sometimes render them useless to the retailer.

Among the most important are:

Local newspaper or outdoor advertising, paid for by the manufacturer.

Samples of goods ready for distribution.

Advertising novelties, such as pencils, memorandum books, desk pads, paper weights and so on, sometimes paid for in part by the dealer.

Outdoor signs for stores, vehicles and so on.

Racks or cases for counter or window displays.

Posters, counter showcards.

Catalogues, folders, cards, blotters, labels.

Electrotypes (either for complete newspaper advertisements or for some particular commodity).

Tram and omnibus cards, imprinted with dealer's name.

Letter headings and invoices imprinted with the advertised product.

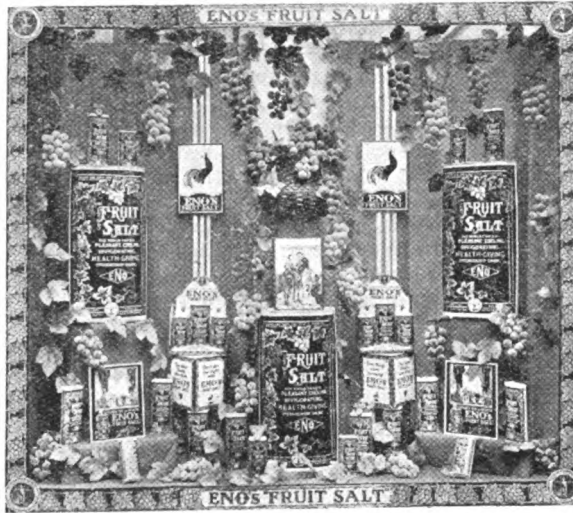
Circular letters sent to the dealer ready for mailing, or perhaps mailed by the manufacturer to a selected list of prospective customers supplied by the dealer.

Slides or moving pictures for local cinema advertising.

Calendars.

Syndicate house organs for dealer's mailing list.

This list is not intended to include every dealer aid that may be furnished. It is merely suggestive of the field open to manufacturers in co-operating with



*A display of dealer aids that have not failed because they fulfil the requirements for success.*

dealers towards a more effective distribution of goods.

## Common Faults

Now we come to some of the reasons why dealers will not use aid sent to them by the manufacturer. It is not always the dealer's enterprise that is to blame; very often the manufacturer has only himself to blame for not giving the retailer just what he wants—something that will help him to increase his turnover and create goodwill.

Mr. Roland Hall gives a list of six of the salient weaknesses in dealer aids which may be helpful. They are:

(1) The aid does not fit distinctively into any plan previously presented to the dealer. Too often the dealer is not "sold" on the advantage to him of using the material. The device or service is created on somebody's whim that the complete advertising plan requires that something be sent to the dealer, even though the dealer has not been consulted at all. While it is not possible always to meet the wishes of the dealer, it does pay to get his views. He is more likely, naturally, to use something on which he has expressed an opinion than material that is sent to him without any consideration of his particular needs or wants.

(2) There is too much exploiting of the manufacturer and the product, and too little consideration of the dealer attitude.

(3) There is no check-up by the manufacturer as to the disposition of the material by the dealer.

(4) The window, or counter-display, the sign, the electrotype or whatever

may be furnished may occupy too much of the dealer's space.

(5) The device furnished may be complicated; it may call for the use of too much extra material, or material that is hard to secure; it may be garish or clumsy looking; it may be top-heavy and difficult to keep in place; though designed for a counter-display it may be so big that it hides the customer from the salesman, or *vice versa*.

(6) The exhibit may have been sent at the wrong season; it may be something that appeals to too small a part of the dealer's trade; the article the display advertises may not afford enough profit; or the display may feature more styles or types of goods than those carried by the dealer.

The advertiser who wishes to furnish really helpful material to the dealers who sell his goods must give as close attention to this phase of his work as he gives to his sales-planning and his periodical advertising.

Very little study is ordinarily made of the dealer's needs or likes. Many instances are on record where costly material was prepared of such a size that it actually would not go into the windows of most of the retailers to whom it was sent.

## Manufacturer's Follow Up

It is business folly, says Mr. Roland Hall, for a manufacturer to furnish displays, fixtures, folders and so on to dealers and leave it to the dealer's inclination whether the material will be used or not. As a general rule it is better to get a request, and it is a mistake to send too large a quantity at one time. Good-sized shipments may seem to save detail work in the manufacturer's office and some slight transportation cost, but if too large a quantity of literature is forwarded the dealer will likely get the impression that the material is not worth a great deal, and be appalled by the thought of the work it seems to require to store it away in some corner.

Many manufacturers make a practice of providing dealers with a regular form on which they may list the material desired. These forms, of course, should provide for exact information as to imprinting, if any imprinting is to be done.

Mr. Hall's book, which covers many other aspects of advertising, is published by the McGraw Hill Publishing Co., Ltd., at 12s. 6d. net.

# Pitfalls in Illustrating the Product

By Norman Hunter

SOME years ago a competition was run by one of the illustrated monthly magazines. The competition consisted of a number of illustrations of ordinary objects, photographed from unusual angles, and readers were invited to write beneath each picture, the name of the article.

It was very difficult to name some of the pictures. A photograph of a candlestick, for example, taken from a point exactly over the article and giving a bird's eye view, might have been any one of a dozen different things.

## Novelty Dangers

In striving for novelty in advertising, there is a danger of giving the reader an unintended puzzle of a similar nature. Depicting the product as seen from an unusual point. Using ultra modern and futuristic types of illustration. All these things, good though they may be, must be watched. It is of no use to show the product in an original and striking manner if the reader cannot at once tell what the product is.

Another fruitful source of error in this respect is the desire, praiseworthy in itself, to make the product stand out prominently. To this end many strange devices are called into play, devices which sometimes defeat their own object by actually disguising the product instead of throwing it into clear relief.

Some products, too, must be shown in conjunction with their surroundings, or be illustrated actually in use, if their nature is to be easily understood. An example of the way in which neglect of this fact has operated

to the detriment of an advertisement is seen in the first illustration.

A rubber sole is a familiar article only in conjunction with a boot or shoe. A rubber sole shown by itself, or accompanied only by an outline of a shoe sole, becomes at once a thing of mystery. The introduction of a shoe with the sole upon it, into this advertisement would have made the article plain at once by showing it in actual use. The shoe need not have obtruded upon the reader's attention at the expense of the product. The shoe could have been in outline, or in half line, and the rubber sole in stronger treatment. This would have supplied the link between the article and its purpose, but being absent in this instance, makes for confusion.

Next is an example of an original method of illustrating the product which fails for the reason mentioned at the beginning of this article. The view of a petrol tin taken from above is not a familiar view, despite the fact that it is from above that one sees a tin of petrol that one is about to open. When I showed this advertisement to several friends, covering the nameplate with my hand, four out of the five expressed the view that the illustration showed a box of cigarettes. The fifth impression was merely one of doubt. The eye failed to recognise the picture as anything familiar.

The Colgate's shaving stick advertisement has many points to recommend it, but the treatment used for illustrating the stick can hardly be said to be one of them. The very broad, almost vague picture, coupled with the word "bon!" produce a

sense of complete puzzlement as to what it is all about. If the name of the product had been displayed boldly just beneath the illustration the danger might have been lessened.

## Clarity is Essential

In advertising it is usually essential for each part of an announcement to tell the chief part of the story. Certainly it is essential for each part of an advertisement to make clear what the product is that is offered. It should be clear from the illustration without reading the copy. It should be clear from the copy without the illustration or nameplate. It should be clear from the nameplate without either copy or illustration. If each of these parts of the advertisement do not tell the reader what the product is, the advertisement lacks clarity, and lacking clarity, it of necessity lacks strength.

It is all very well to intrigue the reader with a novel layout, with an unusual message, with a striking method of illustration. It is both legitimate and profitable to arouse the reader's curiosity in order to make him peruse an advertisement. But his curiosity once aroused must be satisfied with the minimum of effort on his part. If the picture of the product is such that it is necessary for the reader to puzzle over it in order to discover what it is, that picture has failed of its purpose.

That novelty and clarity can very well be made to go together is proved by the last example. The bottle in which Bass is sold, together with the triangular trade-mark, are sufficiently familiar to everyone likely to be interested in the advertisement to show at a glance what is being advertised. The omission of detail is, in this instance, a strength. In the Colgate advertisement it is a weakness. I cannot help feeling that the slogan "A good word for everybody" in the Bass advertisement might with advantage have been less obscured. It was comparatively a new slogan at that time and had not yet had time to sink sufficiently deeply into the public mind to be recognised easily in this announcement.

It is a debatable point whether, in the advertising of moderately familiar products, it is necessary to illustrate the product at all. Many advertisers claim that to show the surroundings associated with the use of the product is better. It is impossible to make any hard and fast rule. The decision must inevitably depend upon the product itself. But one thing admits of no argument. If it is decided that the product must be shown in the advertising, then it must be shown in such a way that the reader is able instantly to recognise it.



The four examples selected by Mr. Hunter to illustrate his points.

# Where Shall I Advertise in the States

A Book that Aids Market Research—Facts and Figures  
Showing Where the Spending Power Lies

**T**HE Fourth Edition of *Population and its Distribution* just published by the J. Walter Thompson Company presents new statistical data based upon the mid-census figures. These figures place the population of America at 113,000,000 on July 1, 1925.

The retail buying areas of the entire country are given, 679 in all, together with a complete set of maps. Each area represents an actual shopping district based on commercial rather than political boundaries.

Tables and maps showing income tax returns for every county in the United States arranged for ready comparison with population figures for the same county are given.

## A New List

There is also a new compilation of retail and wholesale dealers made especially for this book, covering eighteen trades by states and cities, including hardware, grocery, drugs, motors, and so on.

The number of drug and grocery chain stores in every city over 25,000 is listed, the first time such figures have ever been published in book form.

The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

What are the really significant marketing facts about the 113,000,000 people of the United States? Where do these people live? How much money can they spend? Where do they do their buying?

These questions face every student of marketing problems. Only by accurate facts can such problems be successfully solved. But facts about the people who comprise our markets are not easy to obtain. The sources are scattered—sometimes difficult to locate.

*Population and Its Distribution* presents in convenient form for use by sales managers and advertising men accurate

statistical data never before published in book form.

One map, reproduced in the book, brings out, for example, the striking fact that over 83 per cent. of the taxable personal income is reported from 19 states. The other thirty states with less than 17 per cent. of the incomes obviously are not on the same footing in sales plans. **What Can People Spend?**

The material in the book reporting income tax returns by counties is designed to be helpful in determining the purchasing power of the market for products of more than nominal value, as compared with population.

For example, in Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82 per cent. of the total number of returns came from 20 per cent. of the counties.

This breakdown of income tax returns serves as a valuable index of buying power. It makes possible the concentration of the efforts of a sales force in the sections of the market that offer the richest possibilities. *Population and Its Distribution* gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

## Where Do People Buy?

How far can population alone serve as an index of market possibilities? The study of retail shopping areas has brought out some surprising facts.

For example, two cities in Maine, Bangor and Lewiston, are of nearly equal population. On the surface they would seem of equal sales importance. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

Boulder and Grand Junction, Colorado, are of about equal size (10,000), but the latter has a retail shopping population over twice as large as the former, with

nearly twice the number of income tax payers among them.

Newark, New Jersey, while nominally a city of 400,000, has a shopping population of nearly a million, which includes more income tax payers than the entire state of Maryland. In fact there are only 16 states which exceed the Newark shopping area in this respect.

## Retail and Wholesale Dealers

How many outlets are there in each state? In large cities? A new compilation made for this book gives the number of retail and wholesale dealers by states and for cities of 25,000 and over in the following trades:—Automobile supplies; automobile garages; automobile repair shops; boots and shoes; cigars, cigarettes and tobacco; confectionery; department stores; drugs; dry goods; electrical supplies; furniture; general stores; groceries; hardware; jewellery; men's furnishings; sporting goods.

There are 11 cities above 25,000 in which over 50 per cent. of the grocery stores are chain stores; and five cities in which over half of the drug stores belong to chains. Do you know which cities these are? The percentage of chain stores to the total ranges between 25 and 50 per cent. in 33 cities for groceries and in 20 cities for drugs.

## B.I.F. Progress

The accommodation at Birmingham section of the British Industries Fair, next February, is to be extended to give a further letting area of approximately 30,000 square feet.

In the London section, more than six months before the Fair opens, applications for space are already within 20,000 ft. of the total for the last Fair. The brushware section, the stationery section and sports goods section are practically the same size as these sections were at the opening of the last Fair. The toy section and the general section are larger. The leather and leather goods section, the textile section and the clothing section are now very much larger.

The Government has decided that holders of the official invitation card may have their passports to England visaed, in cases where visas are necessary, without any charge being made.

## INVESTIGATE THE DUTCH MARKET at our expense.

You will find ample opening there for English goods. Clothing, motor cars, bicycles, tea and a host of other articles will find a ready market amongst a people who like us. A postcard will bring you all the information you require without any obligation on your part.

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD.**  
9, QUALITY COURT, CHANCERY LANE, LONDON, W.C.2.

Managing Director—G. D. YOUNG.

'Phone: Holborn 5628.

Telegrams: "Egyptadco."



# An Exhibition House which will be the pivot of a big competition

## The Sunday Chronicle CONCRETE HOUSE

THE house which is soon to be erected at Kingsbury is to be the pivot of an entirely new and fascinating Competition. This Competition will attract only the better-class public, because it is one calling for intelligence, as you will see from the brief details given here.

The "Sunday Chronicle" Concrete House will leave the builders' hands complete in every respect except for the internal decorations.

The competitors have to plan the colour scheme for decoration, and choose furnishings and furniture for each room and for the hall and staircase.

The successful competitor will be the one who, in the opinion of the Editor and his committee of judges, displays the greatest taste and intelligence in selection.

Three Conditions will be imposed:—

1. Competitors must cut coupons from the 10 consecutive issues in which the Competition will be dealt with editorially.
2. Competitors must choose all decorative materials, furnishings, furniture and equipment from (a) the advertisements appearing in the columns of the "Sunday Chronicle," or (b) the stocks of advertisers in the "Sunday Chronicle." Thus the advertisements form an integral part of the Competition.
3. The total cost of the complete material (irrespective of labour), furnishings, furniture, and equipment, must not exceed a sum of money which will be stipulated in the opening announcement.

The "Sunday Chronicle" Concrete House Competition will be extensively advertised throughout the country, not only through the Press, but also by posters. Those advertisers who take space in the "Sunday Chronicle" will be assured of the most serious study ever devoted to their announcements. A thorough study of the merchandise advertised is essential to the Competitors' efforts.

The preliminary announcement will appear in the "Sunday Chronicle" on September 19th. The Competition begins October 3rd.

Advertisers desirous of featuring in this Competition are invited to communicate with the London Advertisement Manager of the "Sunday Chronicle" as early as possible, as the space available is limited.



TALLIS HOUSE, TALLIS STREET, LONDON, E.C.4



## TO BE RELIED UPON

EVERY week you will be offered the services of a fresh firm of Process Engravers. Many will produce good work; some will offer good service; but a combination of both these essential points requires an experience and intimate knowledge of the trade which few possess.

For twenty years Gee & Watson have produced good blocks. Their experience is as wide as that of any Process Engravers in the Country. They were pioneers of the craft, and they have grown with it; not merely by copying existing methods, but by inventing new ones.

To-day the name of Gee & Watson is a symbol of good blockmaking, with a ready and efficient service. And it is at your disposal at the same prices as you pay elsewhere.

**GEE &  
WATSON**  
111 SHOE LANE EC4.

'Phones: { Central 1804.  
City 5971.

# Ad. News in Brief

## Mr. Muller's 80th Birthday—Tragic Death of Mr. E. M. Dawson—Changes and Appointments



Mr. Harry Muller

### Mr. Harry Muller

"The grand old man of Advertising" must surely be the term to be applied to Mr. Harry Muller, the much esteemed Chairman of the old-established agency—Muller, Blatchly and Co., Ltd.—for on Friday last, August 20, he celebrated "in harness" his 80th birthday.

There must be very few of our readers, more especially on the "out-door" side of affairs, who have not been in contact some time or other with Mr. Muller and it is pleasing to be able to record in these notes how greatly in esteem and affection he is held by everybody. "Many happy returns of the day" were suitably conveyed to Mr. Muller by all members of the staff, an address and gift suitably inscribed being handed to Mr. Muller. Later in the day his Co-directors Mr. A. G. Spence, Mr. H. J. Ashwell and Mr. H. A. Hughes had the pleasure of entertaining Mr. Muller to lunch, when more "many happy returns" were suitably and ably toasted.

### A Veteran Journalist

Mr. H. Read, the well-known South Wales Liberal journalist, has retired from the editorial control of the *South Wales News*, Cardiff, after a connection of nearly 40 years. During that period Mr. Read has figured prominently in all the big political and industrial struggles in South Wales.

### Suchard's New Appointment

Mr. J. Hector McNaughton, A.C.R.A., has recently been appointed advertising manager of the London House of Suchard's Chocolates. Mr. McNaughton was formerly employed for over twenty years in the Advertising Department of A. J. White, Ltd. For many years he has taken an active part in Freemasonry, and last year was Worshipful Master of the "Royal Commemoration Lodge," in its Jubilee Year, and he has just been elected President of the "Royal Oak Benefit Society," one of the largest and oldest Friendly Societies, which has been singularly active amongst the thrifty members of the working classes.

### A Holiday Tragedy

Mr. E. M. Dawson, who was connected with Messrs. A. J. Wilson, was killed in a motor-car accident in the New Forest on Tuesday. He was driving with his wife and four children when the car struck a bank, swerved to the opposite side of the road, hit an uprooted tree stump, turned over and burst into flames. Mrs. Dawson and the children escaped with scratches, but Mr. Dawson was pinned under the car and burnt to death.

### Copy Ideas Barred

Important restrictions on the nature of copy in motor-car advertising have been voluntarily adopted by the American National Automobile Chamber of Commerce. They include—

(1) Motor companies should not mention the names of their competitors without the latter's consent.

(2) No statement should be made derogatory to a product of a competitor.

(3) The advertising of cross-country runs involving illegal speeds is not advisable and is unproductive.

(4) Free advertising is harmful to the industry as a whole and is likely to react on all.

### L.C.C. Lectures

Mr. Charles C. Knights will be lecturing on advertising this autumn for the L.C.C. at three institutes in central, north and south-west London. His lectures at the Marylebone Institute will be given to a two-hour all-advertising class taking advanced work. This is the first time that an advanced class in advertising has been held in an L.C.C. institute.

### London Representative

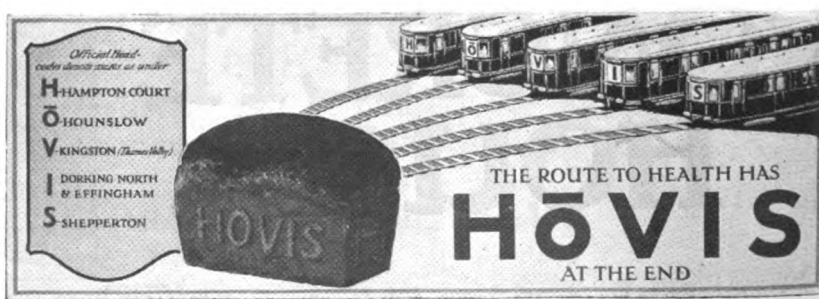
Mr. H. C. Blanchard has been appointed London representative of the *Scarborough Standard*, and will operate at 146, Fleet Street.

### Newspaper Director

The death took place last Saturday of Mr. William Ernest Denison, aged 60, of Rostellan, Halifax, chairman of the directors of the *Halifax Courier and Guardian*, Ltd. In former years he served on papers in Manchester, Nottingham, and Sheffield. An active philanthropist, he raised over £50,000 for charities.

(Continued on page 260)

### TALKED OF THIS WEEK



The initial letters at the front of trains on the Southern Railway's Suburban service which serve to indicate the route of the trains have been cleverly seized upon for panel advertisements in the trains themselves because they make up the word "HOVIS."

## AT THE BACK OF EVERY EFFECTIVE ADVERTISEMENT

**A**T the back of every effective advertisement must lie a real idea, so carefully expressed that it is crystal-clear to even the least intelligent unit of the market aimed at.

Such advertising succeeds but is never the result of mere cleverness alone. Knowledge, time and patience, each play their part, along with an understanding of the reader's viewpoint.

Mather & Crowther Advertising *does* convince and makes sales. Bit by bit it is developed according to plan; each advertisement is put to the acid test before being passed.

*Principals are cordially invited to call and examine personally the opportunities provided by the Mather and Crowther Organisation.*

**MATHER & CROWTHER L<sup>TD</sup>.**  
**10-13, NEW BRIDGE STREET, LONDON, E.C.4.**

*Telephone: CITY 6290 (5 lines).      Telegrams: SYNOPSIS, LUD, LONDON.*

*Printing Works and Foundry:*  
**39-40, BARTHOLOMEW CLOSE, LONDON, E.C.1.**





## 'The Scots Observer'

Will carry your advertising message into 60,000 homes where "good living"—mentally and physically—is the habit.



This new Church Weekly Newspaper—non-sectarian in character and broadly representative of all that is best in life and thought—has the strong support of the Scottish Churches.

The paper is owned by the People, controlled by the People, in the interest of the People who are acquiring the 60,000 5/- shares which constitute the Capital of the Company.



And it is but natural to assume that Shareholders in "The Scots Observer" will support advertisers in "The Scots Observer."



Therefore, it will be "good business" to advertise the good-class products which meet the many needs of father, mother, the children, the maid, and the domestic pets.



The guaranteed circulation of "The Scots Observer" is 60,000 copies per week for the first four weeks, and the cost for space is 10/- per s.c. inch and pro rata Flat Rate.

Agency discount is 15%

Write for dummy and further particulars to—

**JOHN M. MACLEAN & COMPANY,**  
7, Royal Bank Place, Buchanan Street,  
GLASGOW.

# Two Interesting Points in Selling and Advertising

Important Statement by Sir Henry Hall—Helping the Agent and Booking Space

SIR HENRY HALL, chairman of Stephen Smith & Co., Ltd., speaking at the annual general meeting, said that the reduction of £26,000 in the net profit was due to two main causes. In the first place they had to make allowances to their agents on the reduction in the selling price of Keystone Burgundy of 6d. per flagon, and, secondly, there was the increase in their expenditure on advertising.

Continuing, the chairman said: "In the first case it is necessary for me to explain that it is the policy of this company to give our agents the utmost support. Among the concessions we make to them is a guarantee against loss in case it is necessary for us to make a reduction in the selling price of any of our advertised lines. In this case we credit them with the difference on all the stock which they have in hand on the date of the reduction. The effect of this policy is beneficial to the agent, and it is also advantageous to the company. In the first place it enables the agent immediately to reduce the price to the consumer, because he has no old stock at the higher price to dispose of. It assists us because the agents can purchase their requirements up to the day of the reduction without risk of being landed with large stocks at high prices, so that there is no loss of trade through agents holding off buying to anticipate the reduction. I am explaining this system at length because this is partly the cause of the

reduction in the net profit. During the year we reduced the selling price of Keystone Burgundy to the consumer by 6d. per flagon. You will realise what this cost us when I tell you that we have 15,000 agents to whom allowances had to be made. We hope, however, to gain in increased sales what we lost in profit. It is an exceptional incident not likely to recur.

"To explain the reason for the increased expenditure in advertising I must ask you to go back to May, 1925. It is at the beginning of our financial year that we make our estimates and contracts for the coming season. It is well known that, in advertising, to obtain the best position in newspapers and periodicals contracts must be made long beforehand. You must remember that the previous year had been good and business prospects looked most hopeful. We therefore decided to increase our expenditure in advertising. At that time nobody could have foretold the subsequent happenings, but we found that we had been unduly optimistic on the expectation of trade recovery, and I think you will agree that we erred with the rest of the nation. At worst you can call it an error of judgment. These two items are the main causes of the decrease in net profits. The business is thoroughly sound. Our turnover for the year is within 5 per cent. of the previous year, and, only for the two exceptional factors, would have shown nearly the same results."

## AD. NEWS IN BRIEF (Cont.)

### The "A.P." Report

Profits of the Amalgamated Press for the year ended June 30, which included the General Strike period, exceeded those of the previous year by a few hundred pounds at £542,451, struck after meeting all charges.

The pension and allowances fund again receives £10,000 and the allocation to reserve is repeated at £50,000. It is proposed to maintain the Ordinary dividend at 15 per cent., less tax, by a final payment of 2s. per share. The amount brought in was £144,230, and this will be increased to £180,243.

In their report the directors state that during the period of the General Strike the business of the company was suspended for a complete fortnight, and production and sales were at a standstill. Owing to efficient organisation it was possible to make good the weekly periodicals for one of the lost weeks, while some of the magazines and part publications were issued as usual.

### Change of Name

Merritt Service, established in 1919 by Mr. F. P. Merritt, has been formed into a private company, and will in future be known as The Merritt Advertising Service, Ltd. The first directors are F. P. Merritt, A. J. V. Durell, W. H. Biggs and E. J. Stone.

### Change of Address

Messrs. Geo. J. Smith & Co.'s London Office address is now 72-78, Fleet Street, London, E.C.4, with new telephone number City 2177.

### More Talent from Tallis Street

The Allied Newspapers staff are prolific in ideas for promotion matter, and this week they have issued four new folders, full of originality in design, in fold, in colour printing and in text. They are concerned with the circulation of the *Daily Dispatch*, the *Sunday Chronicle* concrete house, the *Sunday Times* progress.

### New London Office

The sales and advertising department of Messrs. A. & R. Scott, of Edinburgh, have been moved this week to Halton House, 23, Holborn, E.C.1.

### A Tragedy Averted

The wife and three children of Mr. George F. Church, of Messrs. D. J. Keymer & Co., Ltd., on holiday at Westcliff-on-Sea were last Sunday, while bathing, rescued by five young men who, holding hands, entered the sea. The bathing party were in imminent danger from drowning. Mr. Church left London last Saturday night on a sailing holiday cruise round the coast to Ireland.

# VERTISING



## DRAPERY.

Fitu Corsets  
Clark's 'Anchor' Stranded Cotton  
Clark's 'Anchor' Stranded Flox  
Clark's 'Scintilla'  
Clark's 'Estella'

Coats' Mercer-Crochet  
St. Margaret Hosiery  
Corah "Corella" Socks  
St. Margaret Underwear  
Reslaw Hats



## FRUIT TRADE.

Dromedary Dates

## DIRECT OR THROUGH AGENTS.

Rothman's Cigarettes  
National Bank  
Barker & Co. (Coachbuilders)  
Macdonald Smith "From Brain to Keyboard" Fortiphone

London School of Journalism  
A. Bourne & Co. Ltd.  
Haymills Houses



## HAIRDRESSING & BEAUTY PARLOURS.

Pompeian Beauty Preparations  
McClinton's Soap



## WINE AND SPIRIT TRADE.

Dunville's Whisky  
Younger's Scotch Ale

Hey and Humphries  
West Riding Bottling Co.



## MEN'S WEAR

St. Margaret Underwear



## MILLINERY.

Reslaw Model Hats and Sports Hats

## MOTOR INDUSTRY.

Vulcan Motors  
Rapson Tyres Clincher Tyres  
Barker & Co. (Coachbuilders) Ltd.

Barker Dippers  
Airsprung Tyres



# & CO., LTD.

A to Z

London, W.C. 2

Telegrams  
"Sabazia Holb  
London"

H.BURY.



# SIXTY YEARS!

This Autumn the "Accrington Observer & Times" celebrates its Diamond Jubilee, an event of supreme satisfaction to its proprietors, its staff, its readers, and its advertisers.

Messages of congratulation received from Public Men, Newspaper Men, Advertisers and Advertising Agents throughout the country testify to the unique position it has attained.

A London Newspaper Director describes the "Observer & Times" as "one of the most enterprising newspapers in the country and its natural reward is an ever-increasing volume of support from advertisers."

"It is, in my opinion, one of the most enterprising and progressive of the provincial Press, and a paper to be proud of." — Director of one of the Principal Advertising Agencies in London.

Advertising appropriations for the Autumn and Winter should certainly include the family newspaper for East Lancashire.



Write for Specimen, Rates and Information to:—

DIRECTOR of ADVERTISING,  
ACCRINGTON.

## PUBLICATION NOTES AND NEWS

### Autumn Numbers

The special autumn numbers of Weldon's "Big Three" go to press on September 15, and will be on sale early in October.

### About Bootle

Unusually artistic photographs, supplied by members of the Liverpool Amateur Photographic Association, are a remarkable feature of the book "Bootle: Commercially Considered," issued by the Corporation of Bootle. The book was prepared and printed by The Ports and Cities Publishing Co., of Liverpool.

### Religious Controversy

A striking double column advertisement in the *Daily News* last week drew attention to the questionnaire on religious belief circulated by the *Nation* and *Athenaeum* among its readers which has aroused considerable controversy.

### A Novel Gift Scheme

Free visits to the big Cunarders *Aquitania* and *Berengaria* in the docks at Southampton have been arranged for readers of the *Hampshire Advertiser* and *Southampton Times*, in conjunction with the Cunard Company. The coupon in the paper has to be presented at the gangway before going on board, but an interesting extension of the scheme is the arrangement for the issue of cheap return tickets to Southampton from local stations in Hampshire and the neighbourhood on both the Southern and Great Western Railways. The coupon has to be produced to obtain these tickets.

### New Selling Point

"The Happy Medium" is the title of a neat well-illustrated folder just issued by Dennis Bros., Ltd., dealing with a new selling point for their 30 cwt. chassis.

### Clever Folder in Colour

The *Daily Dispatch* have issued a very clever folder in colour. It is entitled "In Meditative Mood." Four clever sketches in four colours appear inside, attractive treatments of holiday subjects. The fact that the *Daily Dispatch* "follows them wherever they go" is strengthened by a list of the seaside resorts covered by the paper's distribution—not fewer than thirty-five of the most important northern watering-places.

### Holiday Features

The *Sheffield Telegraph* recently made a further addition to its long list of holiday features by publishing a special page on Scarborough—a resort which is immensely popular among the people of South Yorkshire and the North Midlands.

### Sold Out

We are informed that *Everybody's Weekly* has been sold out for the last two weeks on a printing order exceeding 200,000 copies.

### "Ugly" Garage Advertising

A correspondent of the *Times* asks, "Can you suggest some way by which we of the public might bring pressure to bear upon the proprietors of garages in the country in order to induce them to refrain from spoiling our beautiful countryside with their huge and ugly advertisements?"

## ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

### RECEIVING ORDER

Brook's Publicity Service (a firm), 57-58, Chancery Lane, W.C. Receiving Order, August 16. Creditor's petition. First meeting of creditors, 12 noon, September 1. Public Examination, 11 a.m., November 3, both at Bankruptcy Buildings, Carey Street, W.C.

### NOTICE OF DIVIDEND

Brewer, George, 183, Gloucester Road, Regent's Park, lately residing at 28, Bolsover Street, St. Marylebone, London. Printer. (593 of 1904.) Supplemental dividend of 2d. per £, payable any day (except Saturday) between 11 a.m. and 2 p.m. at Bankruptcy Buildings, Carey Street, W.C.

### RELEASE OF LIQUIDATOR

The Adapta Sign and Trading Co., Ltd., Leicester House, 5, Green Street, W.C.2. (00422 of 1921.) Liquidator: H. E. Burgess, Senior Official Receiver and Liquidator, 33, Carey Street, W.C. Release: August 12, 1926.

### NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

Abbot Brown and Sons, Ltd. (215,661).—Private company. Registered August 14. Capital, £2,000 in £1 shares. Objects: To acquire the business of a manufacturer of advertisement showcards, tablets, signs, display fittings and novelties, and decorators' ornaments and fancy goods carried on by H. Brown. Registered office: Pelabon Works, Cambridge Road, Twickenham.

Merritt Advertising Service, Ltd. (215,688).—Private company. Registered August 16. Capital, £2,000 in 1,500 8 per cent. cumulative preference and 500 ordinary shares of £1 each. Objects: To carry on the business of advertising specialists, publicity and Press agents and consultants, contractors for advertising space, etc. The first directors are W. H. Biggs, A. J. Durell, C. F. P. Merritt, E. J. Stone. Registered office: 46, Charing Cross, S.W.

Recorder Press, Ltd. (215,754).—Private company. Registered August 19. Capital, £6,000 in £1 shares. Objects: To carry on the business of proprietors, printers, publishers and distributors of the *Hackney and Stoke Newington Recorder*, to adopt an agreement with L. Joel for the acquisition of his business referred to therein. The directors are L. Joel (permanent managing director and chairman) and S. Joel. Registered office: 91, Church Street, Stoke Newington, N. 16.

A cricket match has been arranged between the Sons of Harmony XI. and Mr. C. D. Fastnedge's XI. at King's College Medical School Ground, Dog Kennel Hill, East Dulwich, on Tuesday next, August 31. Play will commence at 12 o'clock and the team and friends will meet at Temple Station at 11 o'clock.



Three  
Papers  
in  
One.



Town  
and  
Country  
Editions.

**& Southampton Times**

With which are incorporated The Hampshire Independent & Hampshire Express

# Hampshire's Predominant Weekly

A Century of Service, characterised by

## VISION, VITALITY AND VARIETY

A Newspaper of distinction, effectively covering the varied interests of Town, Port and Country Life, it is the popular choice of the business community, the county families, and the Homes of Hampshire and the Isle of Wight.

Specialises in Shipping: Motoring : Yachting : Hunting : Agriculture and Home Interests. The extensive volume of National and district advertising, official notices and auctions carried is proof of its selling power.

Published  
at  
Southampton

The Gateway  
of the Empire

16 pages  
of News  
and Pictures,

2d.

Home of the Largest Liners  
Home Port of Call of 27 Ocean  
Passenger Services. Great Ship and  
Yacht-building Centre, Base of Imperial  
Airways, and a Hive of Industry

**Southampton links the World**

16 pages  
of News  
and Pictures,

2d.

Specimen Copy and Advertising Rates on application to:—

F. W. GEORGE, Advertisement Manager,  
45, Above Bar, Southampton.  
Tel.: 5021 (Five Lines).

E. J. LEVI, London Manager,  
69, Fleet Street, E.C.4.  
Tel.: Central 4352.

# Make your printing pay for itself

## CONSULT THE HOTSPUR PRESS

**A**LL manufacturers and traders know that printed matter can be turned to profitable account by those who have the time to "get down" to the preparation of forcibly-expressed circulars, folders and catalogues. But some business men have waited years for an opportunity of "getting down" to this job and are no nearer than ever they were.

If YOU have no time, we have. If YOU are not a specialist in the writing of selling matter, we are, and will suggest the right sort of circular at the right price if you will drop a line. Get more postal business.

Write to

*The*

## HOTSPUR PRESS

PERCY BROTHERS, LTD.

Whitworth Street West,  
MANCHESTER

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:

170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonggom, Fleet, London."

# A Concrete Scheme Built on Sound Foundations

Details of a Selling Campaign that Involved the Building of  
Four Houses—Making Sure that Promotion Matter  
Was Wanted

By W. J. Chandler,\* Advertising Manager, Lehigh Portland  
Cement Co.

**T**HE weight of cement makes necessary for economic reasons its distribution within a somewhat restricted territory from the point where it is manufactured, which, in turn, almost standardises prices.

This will, therefore, give you a picture of some of the problems which confront a cement manufacturing company when it comes to advertising.

Add to this the fact that very few people actually buy cement, and you have a still more complicated situation.

Many years ago the Lehigh Portland Cement Company very definitely decided to sell its product through building supply dealers, and to work in their behalf to win their co-operation and merit their business.

That decision, at that time, was revolutionary, and it has taken some years to prove conclusively to these dealers that it was a sincere, earnest programme outlined for their benefit as well as for the Lehigh Company.

Cement has been advertised as cement for so long that many companies had confined their efforts to brand identification, overlooking all other selling angles.

For many years, the Lehigh Company has had a reputation for furnishing helpful dealer aids in the form of advertising booklets, circulars and catalogues which the dealer found helpful in stimulating his business.

### 250 Designs

An architectural competition was held in September, 1925, and in three months 250 of the leading architects throughout the country submitted designs for homes designed to be built of concrete masonry.

A jury of eminent architects assembled and went carefully over these designs and selected the twenty-eight prize winners, awarding a total of \$4,100 in cash prizes to the successful contestants.

Concluding their work, the jury pronounced these designs the finest they had ever seen entered in any architectural contest.

With this valuable data as a basis, a beautiful book of 32 pages was prepared, giving an outline of the contest and reproducing the designs with floor plans.

Plans are, at best, but a promise of what can be realised, and to prove our faith in these designs and in the value of homes of concrete masonry the company decided to build, at their expense, four homes from these plans in four cities, —New York, Birmingham, Chicago and Kansas City.

Picture the advertising possibilities of these two ideas—(1) a book of 28 prize-winning plans of homes for distribution to all interested in home building; (2) demonstration homes built from these plans to be thrown open for public inspection—a convincing method of justifying our claims.

Anticipating that the four homes which

we would build would give us a splendid opportunity to do extensive advertising in these four cities, and ultimately sell them at cost or a profit, we argued that the same course could be followed by any of our dealers and result in the sale of all kinds of building materials with the opportunity of ultimately selling the house at a profit.

With such a pretentious programme, encouraging the sale not of cement alone, but all building materials in which the dealer is interested, there was need for a very carefully prepared programme to outline the plan to all concerned.

### A Dealer Book

In consequence a dealer book was prepared in which the complete plan was outlined. This was no small task. It involved a detailed account of the whole campaign with an outline of the many advantages which would result from its adoption.

These homes of concrete masonry construction also called for the use of concrete block, brick or tile, known as concrete products, and this effort of ours was the first ever outlined by a manufacturer to encourage the sale of such material.

Companies manufacturing these concrete products naturally use cement, and their business is most desirable.

We therefore prepared another book for them giving full details of the plan, and directed them to co-operate with Lehigh dealers to share in the anticipated business which we felt would result.

The next step was the advertising of the book to the thousands of home seekers who would be interested in such a valuable collection of attractive home designs. Double page spreads in colour were taken in the *Literary Digest* and *Saturday Evening Post*, and pages in *House Beautiful*, *House and Garden* and other magazines playing up the home-building theme, and directing those interested to send for the book "28 Better Homes." In all this advertising we followed our usual plan of encouraging everyone who required building materials to seek the dealer who displayed the Blue-and-White Lehigh Sign.

### Wanted by 30,000 people

Realising that many readers of these magazines would write for the book though not particularly interested in home building, we concluded to ask 10 cents to cover cost of mailing, and thereby eliminate curiosity seekers.

Though only three insertions were made in these magazines during the spring, there were over 30,000 coupons sent in with a total of over \$2,600 in dimes!

Before the first advertisement was inserted or any mailings made to the trade outlining the programme, district meetings of the Lehigh sales force were called and the campaign unfolded in all its details.

Every salesman was provided with samples of all the material concerned in the programme and instructed how to

\* In an address at Philadelphia.

# Your Opportunity

## to sell More Goods to Ford Owners & Dealers

The special (October and November) Exhibition Numbers of the "Ford Times," giving the only authentic report of the Motor Industries Exhibition, represent the greatest opportunity ever offered to advertisers to reach Ford & Fordson Owners and Dealers in this country.

The Motor Industries Exhibition, to be held at Holland Park Hall, London, W.11, from October 15-23, 1926, will be the most interesting Motor Exhibition ever staged in this country. Centred round the products of a single motor manufacturer, the Ford Motor Company, the auxiliary equipment and bodywork Tractors, etc., on show, enable those products to provide a solution to all but a very few transport problems.

The "Ford Times" will have an added value resulting from the unique nature of the Exhibition, because the publishers of the former are organisers of the latter.



OUR AUGUST RECORD.—August, the usually slack month for advertising, proved the pulling power of the "Ford Times," which in the issue for that month carried more advertising than in any previous month. Moral—it p-u-l-l-s.

*Space is limited. Make sure of yours by booking now.*

**REDOUBT LTD.,** Thanet House,  
231, Strand, W.C.2.

Phone: City 6467-8

Grams: Forditoral, Estrand, London.



## SCARBOROUGH STANDARD.

London Office :

**H. C. BLANCHARD,**  
146, Fleet Street.  
Central 9972.

**The Real  
Home Weekly**  
for  
**Scarborough.**

## The American College Market

There are over 800,000 college students residing in approximately 600 college towns in America. For over eleven years we have specialised in securing profitable business from these college students for manufacturers of logical products. We are prepared to help English manufacturers secure distribution in these college towns.

*The Collegiate "Salesman," listing all Student publications, sent on request.*

**Collegiate Special  
Advertising Agency Inc.,  
503, 5th Avenue, New  
York City, N.Y.**

## Advertising Agency Wanted.

A young Agency with strong financial backing desires to purchase another well-established Agency doing sound business. Prefer Agency whose principal is an exceptional contact man who will remain as an executive with this organisation. Replies, which will be treated in absolute confidence, should be addressed to Box 314, ADVERTISER'S WEEKLY, 66, Shoe Lane, E.C.4.

## A CONCRETE SCHEME BUILT ON SOUND FOUNDATIONS

—(cont. from p. 266)

follow up the work. The programme met with their enthusiastic co-operation from the start, and as it developed they were kept fully informed of all details.

All advertising done in the magazines was merchandised to the salesmen and to dealers through the agency of broadsides reporting developments and stimulating further interest in the whole programme.

In a campaign involving the distribution of valuable advertising material, manufacturers selling through dealers must face the problem of conserving distribution of such material when it comes to giving dealers the material for their use.

Dealers frequently will ask for quantities of advertising material, a great deal of which will only gather dust on their shelves.

### Getting Enquiries

In order to avoid sending large quantities of our home book to dealers, we designed a very attractive mailing card, describing the book, which carried a return post-card which could be used in requesting a copy. Our salesmen explained to the dealers that we would gladly send them a supply of these folders, printed with their names and addresses, and all requests would be promptly filled by us and the cards then sent to them for follow-up.

This plan worked out very successfully, the dealers at the same time appreciating the value of the material and our desire to economically distribute it.

The architects, of course, were from the start interested in our programme—the prize home competition for the design of houses and bungalows.

After awards had been made and the book of designs produced, we felt that many would be keenly interested in going over it and seeing the wide range of architectural design. We did not, however, want to mail it out to all architects on our list, and concluded to write and get definite requests for it.

In this case, we very carefully prepared a letter stating we had the book ready for mailing, that it contained a great deal of interesting information, and if interested we would gladly send a copy. A post-card requiring postage was enclosed and the letters filled in from stencils. The finished job was neat and attractive.

Within three weeks after mailing out over 10,000, we had over 25 per cent. return.

This result convinced me that the architect is interested in anything which will give him helpful information and aid him in his daily work.

### Developing Interest

While on this subject I would also like to state that we decided at the very outset that we would not make a business of selling stock plans. We argued that as the architect is the man to give real assistance to the home seeker in designing a suitable house, our book would only act as an aid in developing interest in homes built of concrete masonry.

This definite policy, which we have religiously followed, has been appreciated by the members of the architectural profession, and they have gone on record, with very complimentary letters, congratulating us on this stand.

## Colour in Advertisements

### The Use of Colour Photogravure by the Big Six A Remarkable Piece of Promotion Matter

"THE Big Six" have issued a handsome portfolio entitled "The Value of Colour in Advertisement," in which is described the process of colour photogravure which is now used by the Great New Street papers for reproduction. Brigadier-General Campbell in some notes on the process points out its varied advantages, and among them he instances the fact that no blocks are required, so that the advertiser practically gets three-colour at the price of two-colour work. Sir Charles Higham also contributes a chapter to the book on the value of colour to advertisers, and he suggests that the spread of the use of colour in the advertisements would make them compete seriously with the editorial interest. There are thirty full-page plates in colour photogravure to illustrate the book. They include the historic Rover advertisement, which is believed to be the first produced by the process in England. The book is beautifully designed and laid out, with elegance in the typography, except for the page facing the section of

colour plates. This, we suggest, is out of harmony with the rest of the book. It is solid and heavy, where all the rest is daintiness.

The reproductions of Old Masters, of modern decorators, of water colours and pastels are beautiful, and there is considerable interest in studying the reproductions in colour from ordinary black and white photographs.

### Progress with New Club

The Fleet Street Club and the New Advertising Club held a meeting at Temple Bar Restaurant on Monday last, August 23. Mr. W. H. Harford was in the chair.

It was unanimously agreed that the Fleet Street Club amalgamate with the New Advertising Club.

Mr. Harford emphasised the practical need of combining the two clubs under the title of the Fleet Street and New Advertising Club, and this suggestion was unanimously agreed to.

# KITE-ADS!

## SKY-HIGH

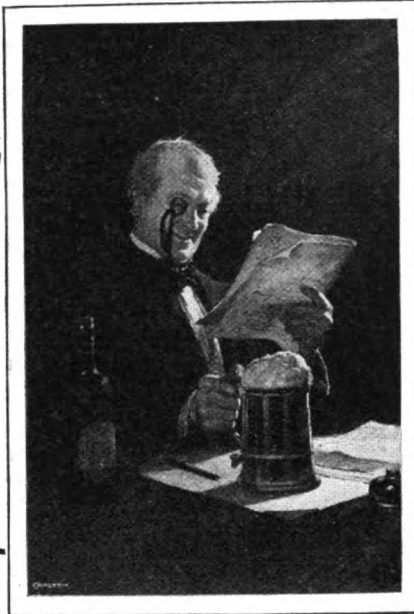
### MOTOR SHOW, FOOTBALL MATCHES, Etc.

Your publicity will be above the common level—Sky-high, in fact—if you use KITE-ADS, an inexpensive form of publicity—seen by all, beaten by none.

Send for Booklet.

Phone : CENTRAL 8403, 8404.

KITE & INTERNATIONAL SIGN Co. 2/3 Stonecutter St. LONDON, E.C.4.



*Here are Carlton drawings that will sell goods to men. For any subject, or any public, we can give you work of equal power.*

## *Why Carlton work is best.*

Whether it is high-priced or low-priced drawing you want, we offer you the finest quality cheaper than you can get it elsewhere.

The reasons are that a CARLTON artist does not have to search London for information, or advertise for and interview models, or hire costumes and period furniture, or trust to guesswork; everything he needs is provided for him, ready in his studio, at the time when he is instructed to make a drawing.

Therefore, he does it better, and completes it in less time and at less cost than if he were troubled with all this preliminary detail work. Thus, it is clear that we can give you better art at lower cost.

# *Come to CARLTON For Value in Art and Idea*

CARLTON STUDIO LTD.  
CARLTON HOUSE  
GT QUEEN ST.  
LONDON  
W. C. 2

TELEPHONE  
REGENT  
1827

## POSTMARK ADVERTISING—(cont. from p. 258)

Mr. Malcolm Mackenzie, of King's Bench Walk, Inner Temple, has sent a letter to the Postmaster-General challenging the legality of the scheme. He says:

"It is my intention to maintain my ownership of those envelopes used by me, and I shall cause to be printed on each a brief statement that each envelope dispatched by me is my property . . .

"If I find on any envelope dispatched by me an advertisement placed by you in your capacity as Postmaster-General and advertising agent, I shall consider myself free to issue a claim against the firm so advertised, in precisely the same manner as I would in the case of any other advertising agent who, accepting revenue from a client, published an advertisement on my property without my specific consent, and who, notwithstanding, withheld from me that remuneration he had himself received. I submit that in law I would be entitled to this."

Mr. J. C. Toohill, in a letter to the *Daily Mail*, says:

"It is a mistake to assume that no one would take exception to the Postmaster-General printing 'group trade' advertisements on letters."

"Why should a butcher's letters bear the imprint 'Eat More Fruit,' or an electricity corporation's correspondence be stamped with the slogan 'Use gas—it's cheaper'?"

"I refuse to believe that any person with any pretence to a knowledge of advertising space values would pay 2s. 6d. per thousand for these half-illegible blurs when the same space can be bought in a newspaper for about 1d. per thousand, or on the back of omnibus or tramway-car tickets for about 3d. per thousand."

*The following is a selection from the letters we have received on the subject:—*

## Postmark Ads. in Holland

SIR,—Reading your articles in the WEEKLY of July 30 about "Date Stamped Advertisements on Letters," we wonder whether you know that the Dutch Post-Direction about 18 months ago did just the same as your Postmaster intends to do, viz., sell the space near the date stamp? Over here the right was sold to one single firm, Messrs. van den Bergh, Ltd., Rotterdam, for their "Blue Band" margarine advertising.

Soon after it was published much indignation was shown in the Press, especially from the firm's competitors, the "pure butter" firms. Almost the same arguments about "stolen space" which you now use were brought to the front.

After a short time it was announced in the Press that the contract had been voluntarily cancelled by Messrs. van den Bergh, and the advertisement disappeared.

Probably the Post-Direction had recognised the illegality of the system and asked the firm to withdraw their rights.

D. Y. ALTA'S ADVERTISING  
AGENCY,

S. N. VAN DEN BERN.  
Director.

## The Postmark Proposition

SIR,—Why do the heathen rage and the people imagine a vain thing?" So sang the psalmist, and I, though not a singer, endorse the sentiment in regard to this Postmark Advertising.

Let the P.M.G. get on with it and the

thing will find its own level. There are three essentials in publicity—position, clear type, and good space. The best side of an envelope is the flap—for opening purposes; no one looks at the stamp. Postmarks, especially when you want to find out the date of sending, are, nine times out of ten, illegible. There is no room for a mail order coupon advertisement in a postmark, and as, in most cases, the value point is the address, where can it be put? Finally, has any one calculated the odds against a "Higham" letter bearing a "Crawford" admark.

ARTHUR C. BALDWIN.

## Postmark Advertisements

SIR,—It is a tremendous pity that the Clause in the Economy Act, permitting the Postmaster to utilise postmarks for advertisement was not challenged before being permitted to pass into law.

Mr. A. Chadwick, in a recent letter to the Press, has very properly raised the point that the envelope is the private property of the sender, and is only entrusted to the Postmaster for transmission.

It seems to me that the postmark is a mark intended to obliterate stamps, and it cannot be extended to cover any wording or design appearing upon the envelope itself. While the Postmaster has every right to cancel the postage stamp in whatever way he thinks fit, I do not think he has power under this Act to deface the envelopes, and I strongly suggest that steps should be taken to convene a meeting of those interested with a view to obtaining concerted action in this very important matter.

ARTHUR JOHNSON,

Managing Director for Leighton and Lonsdales, Ltd.

## ADMINISTRATIVE COUNTY OF LONDON

## Day &amp; Evening Printing Classes

*Courses of instruction arranged to assist those desirous of improving their position in the printing and kindred trades*

Composition: Hand and Mechanical	Book-folding-Warehouse - Book Crafts
Linotype, Intertype, Monotype - Layout	Cost-finding - Estimating - Order Clerks'
Reading - Letterpress Machine - Printing	Advertisement Writing and Designing
Inks - Paper - Metallurgy - Electrotyping	Work - Printers' Salesmanship - General
Stereotyping - Typesetting - Lithography	Trade Knowledge - Science for Printers
Photo-Lithography - Collotype - Binding	Printers' Assistants - Lettering - Drawing
Rotary Newspaper Printing	

Early application should be made for enrolment. Full particulars can be obtained on application to the School Office, which is open from 10 a.m. to 5 p.m., and until 8 p.m. from 13th day of September, 1926

## DAY CLASSES

9 a.m. to 1 p.m. 2 to 6 p.m.

THE NEXT SESSION COMMENCES ON  
MONDAY, 20th SEPTEMBER, 1926

## EVENING CLASSES

6 p.m. to 9 p.m.

London County Council

## LONDON SCHOOL OF PRINTING &amp; KINDRED TRADES

61 Stamford Street, Blackfriars, S.E.1

Telephone: HOP 0409

MONTAGU H. COX,  
Clerk of the London County Council



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Quarter-page in Colour

SIR,—In case any advertising manager is thinking of adopting P.M.'s suggestion in to-day's WEEKLY and selling quarter pages in colour on an otherwise black page, we might mention that our clients, The West Electric Hair Curler Corporation of Philadelphia, placed a contract on this basis with the important American trade paper the *Dry Goods Journal*. They found the most effective way to use it was to print a solid tint of the colour with the matter in black. It certainly made an effective advertisement, too effective, indeed, for the peace of mind of the advertisement department of the paper, and it is exceedingly unlikely that our clients will be allowed to renew it or that anybody else will ever be granted such a privilege by that paper at least.

ERIC FIELD.

## Is Art Respectable ?

SIR,—With reference to Mr. Rittenberg's article in to-day's issue—"Does artistic presentation hinder"—it is interesting to recall a passage in H. G. Wells's novel "Kipps." Kipps is consulting with his lawyer as to taking up an agency in a multiple bookselling firm, and the lawyer is studying the prospectus. Mr. Bean, the lawyer, is referred to in the story as thinking the prospectus "far too well printed for a reputable concern."

Undoubtedly, this suspicion of smartly-turned out printed matter does linger in

certain minds. I have been told in my own experience by clients to whom I have submitted designs that their customers would suspect something wrong with the firm if they issued so "posh" a design.

B. PALMER.

## A Poetic Gem

SIR,—“But I confess I have regarded one or two advertisements *sans caps* as merely ‘jeux d’esprit’; just an artist’s joke; a typographer’s little joke—what you will.”

so says Cecil Chisholm in your admirable *Advertising Display*.

I wonder what Cecil would think of the enclosed poem, which I have just read in a book published in America? The poem is by E. E. Cummings. I have copied it exactly as it was printed.

It has, I think, a double appeal for your readers. It will amuse those appreciative, like friend Chisholm, of “jeux d’esprit,” and it will interest just advertising men, particularly those who are so often going to America.

ULRIC B. WALMSLEY.

take it from me kiddo  
believe me  
my country, 'tis of  
you, land of the Cluett  
Shirt Boston Garter and Spearmint  
Girl with The Wrigley Eyes (of you  
land of the Arrow Ide  
and Earl &  
Wilson  
Collars) of you I

sing; land of Abraham Lincoln and Lydia  
E. Pinkham, land above all of Just Add  
Hot Water and Serve—  
from every B.V.D.  
let freedom ring  
amen, I do however protest, anent the un-  
spontaneous and otherwise scented  
merde which  
grets one (Everywhere Why) as divine  
poesy per  
that and this radically defunct periodical.  
I would  
suggest that certain ideas gestures  
rhymes, like Gillette Razor Blades  
having been used and reused  
to the mystical moment of dullness  
emphatically are  
Not To Be Resharpened. (Case in point  
if we are to believe these gently O sweetly  
melancholy trillers amid the thrillers  
these crepuscular violinists among my  
and your  
skyscrapers—Helen and Cleopatra were  
Just Too Lovely.  
The Snail's On The Thorn enter Morn  
and God's  
in His andsoforth  
do you get me? (according  
to such supposedly indigenous  
throistles Art is O World O Life  
a formula: example, Turn Your Shirt-  
tails Into  
Drawers and If It Isn't Eastman It Isn't A  
Kodak therefore my friends let us now  
sing each and all fortissimo A-  
mer  
I  
ca, I  
love,  
You, And There's a  
hun-dred-mil-lion-oth-ers, like  
all of you successfully if  
delicately gelded (or spaded)  
gentlemen (and ladies)—pretty  
little liverpill-  
hearted-Nujolneeding-There's-A-Reason  
americans (who tense tendoned and with  
upward vacant eyes, painfully  
perpetually crouched, quivering upon the  
sternly allotted sandpile  
—how silently  
emit a tiny violetflavoured nuisance:  
Odor?  
ono.  
comes out like a ribbon lies flat on the  
brush

IF YOUR GOODS ARE  
FOR WOMEN YOUR  
ADVERTISING IS FOR  
WELDON'S

Famous Fashion Journals.

WELDON'S LTD.

30-32 SOUTHAMPTON ST., STRAND, W.C. 1.

Wanted—

**A Genius!**

We want a man fertile in IDEAS—*Big Ideas*—not minor stunts but Ideas conceived by a brain with broad vision and a really intimate knowledge of human nature.

The man we seek will show us new tricks in an old game (mail-order)—a game at which we have been recognised experts for 40 years—and, despite possibly merciless criticism, he will convince us that his ideas are better than our own.

We don't care whether this man knows or does not know the difference between a zinco and a tricycle or Nicholas Cochin and George Washington. If he does know the difference that's all to the good.

We visualise our man as being aged anywhere between 30 and 40, fluent in speech and colloquial with pen, virile and a rapid, logical thinker who, at an interview, can show specimens of recent work which justify him in answering this ad.

*Probably* we seek a non-existent being, although we are not convinced this is so.

*Possibly* you are the man.

If after careful thought you believe you are—write as below.

C.R.V., Box 304, "Advertiser's Weekly,"  
66, Shoe Lane, London, E.C.4.

**ADVERTISING LECTURES.**

A Special Course of 26 Lectures will be given by  
MR. NORMAN A. EVERSON

at  
**THE POLYTECHNIC,**  
309, Regent Street, W.1,  
on Mondays at 7.35 p.m.

**COMMENCING 27th SEPTEMBER.**

Full particulars free on application to—

DIRECTOR OF EDUCATION,  
The Polytechnic,  
309, Regent Street, W.1

**We Hear—**

THAT September bookings for the popular weeklies and for the October monthly magazines are said to be well up to the average of previous years; and—

THAT there is already a good deal doing in the engaging of space in the Christmas numbers of the illustrateds, with a fair enquiry for colour pages.

THAT next month will see the start of a campaign on behalf of Irish Whisky, whose claims to consideration will be set forth as never before.

THAT the somewhat limited amount of boot polish advertising that has been appearing—one of the everyday articles of use most scantily advertised—is being augmented by a new scheme of Messrs. Wren's which ought to induce other makers to come more in the open.

THAT the proprietors of the widely advertised Milton are marketing a new line they call Milton Ointment, which bids fair to occupy a considerable amount of space in the advertisement columns for some time to come.

THAT another new proprietary article named Genoxide has made its initial appearance, and is first being tried out with display advertisements in the London *Evening News*.

THAT Mr. Maurice Keating, formerly of the J. Walter Thompson Co., is now a director of the General Advertising Co., of London, Ltd., with offices at 1, Staple Inn, W.C.1.

THAT the autumn bulb planting season being within measurable distance, the Dutch importers are contributing handsomely to the Postmaster-General's revenue by the circulation of large editions of their gaily coloured catalogues over here; and—

THAT British growers (or sellers) are counterbalancing the Dutch invasion with advertising in the newspapers and the gardening journals; and—

THAT it is significant that at a meeting of the shareholders of Messrs. Ryder, of St. Albans, the chairman stated it might be necessary to extend their warehouse as the business in bulbs was growing.

THAT there is increased activity in the Press advertising department at Lever House and a substantial amount of business is now being placed for immediate and future dates.

THAT a goodly number of entries have already been received for the Inter-Ad. Clubs' Golf Tourney for Lord Riddell's challenge trophy.

THAT Mr. C. E. Mander, of the Amalgamated Press, Ltd., and his partner, tied with three down for the president's shield at the meeting at Walton Heath of the Fleetway Golfing Society.

THAT probably for the first time in advertising a portion of a popular song success—that of Mr. Irving Berlin's "Always" has given point to an advertisement, that of the new State Express 333.

THAT a quick move is being made to get ready the Club premises in Cursitor Street, Chancery Lane, where in about a month's time the members of the Fleet Street and Advertising Clubs will be able to meet and pass favourable opinions on the way the difficulties the organising committees have had to contend with have been so courageously overcome.

THAT enquiries for rate cards and specimen copies are being received by British publishing houses from Publicitas Swiss Publishing Co., Ltd., Lucerne.

THAT there is a likelihood of the principal exhibitors at the Cycle and Motor-Cycle Show, to be held this autumn, pooling their advertising in a select list of media.

THAT some energetic work is being put in by newspaper representatives out to encourage makers in the wireless apparatus business to set up an advertising boom during the run of the Radio Exhibition next month at Olympia.

THAT that hardy annual, the Bakers' and Confectioners' Exhibition, where new lines in prospective advertising are frequently discovered, opens at the Royal Agricultural Hall, on Saturday, September 4, for a ten days' run.

THAT an interesting tale of business romance is to be found in the story of the rise of Mr. John G. Benton, of the Glasgow advertising firm of Messrs. Shaw, Walker and Co., from apprentice boy to director and president of the Scottish Iron, Steel and Ironmongery Benevolent Association of Scotland.

THAT reports from the provinces show that the Advertising and Publicity Clubs in the country are getting under way with their arrangements for the work of the session ahead.



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**



## We Hear—

THAT many makers of well-known branded lines of hosiery and underwear have in contemplation schemes of advertising for "the fall."

THAT quite a number of provincial newspapers, country papers in particular, are advertising Advertising with displays that tell a story issued to them by the Newspaper Society.

THAT Mr. Frederick Haynes, general manager of Messrs. Harrison, Jehring and Co., Ltd., and sales manager of the Fleetway Press, Ltd., has been appointed director of Messrs. Morrison and Gibb, Ltd., Edinburgh.

THAT M. Vercasson, the well-known French poster agent, is starting an English company next month, with M. Steiger, his present London representative, as a director.

THAT Sir Sydney Skinner at the Summer School of the Drapers' Chamber of Trade, suggested that the drapers should combine to found a Chair of Advertising at one of the Universities; and—

THAT there may be more behind the suggestion than the jest which some of the daily paper reporters seemed to see in it.

THAT Messrs. Morris and Groves are putting out some interesting propaganda on behalf of Recess Screws (1926) Ltd. This is the company which has recently taken over the patents and designs for a screw having a square shaped recess in the head in place of the usual slot.

THAT while inspecting the roof of his garage a few days ago, Mr. A. H. Isaac, advertising manager of the North British Rubber Company, Ltd., fell to the ground, injuring his back and breaking both bones in his right wrist, but is making good progress towards recovery.

THAT Mr. George Jackson (*Yorkshire Herald*) won a Singing Competition organised by Mr. Tom Howell's party during his recent holiday at Sandown, Isle of Wight.

THAT the proprietors of the *Sheffield Telegraph* are again giving a cup for the Poultry Laying Test for Sheffield and district, which was such a great success last year.

THAT Mr. James Wright Brown, proprietor of the *Editor and Publisher* of New York, will be here during the first two weeks of October and his many friends will be glad to welcome him once again.

## The Value of Space

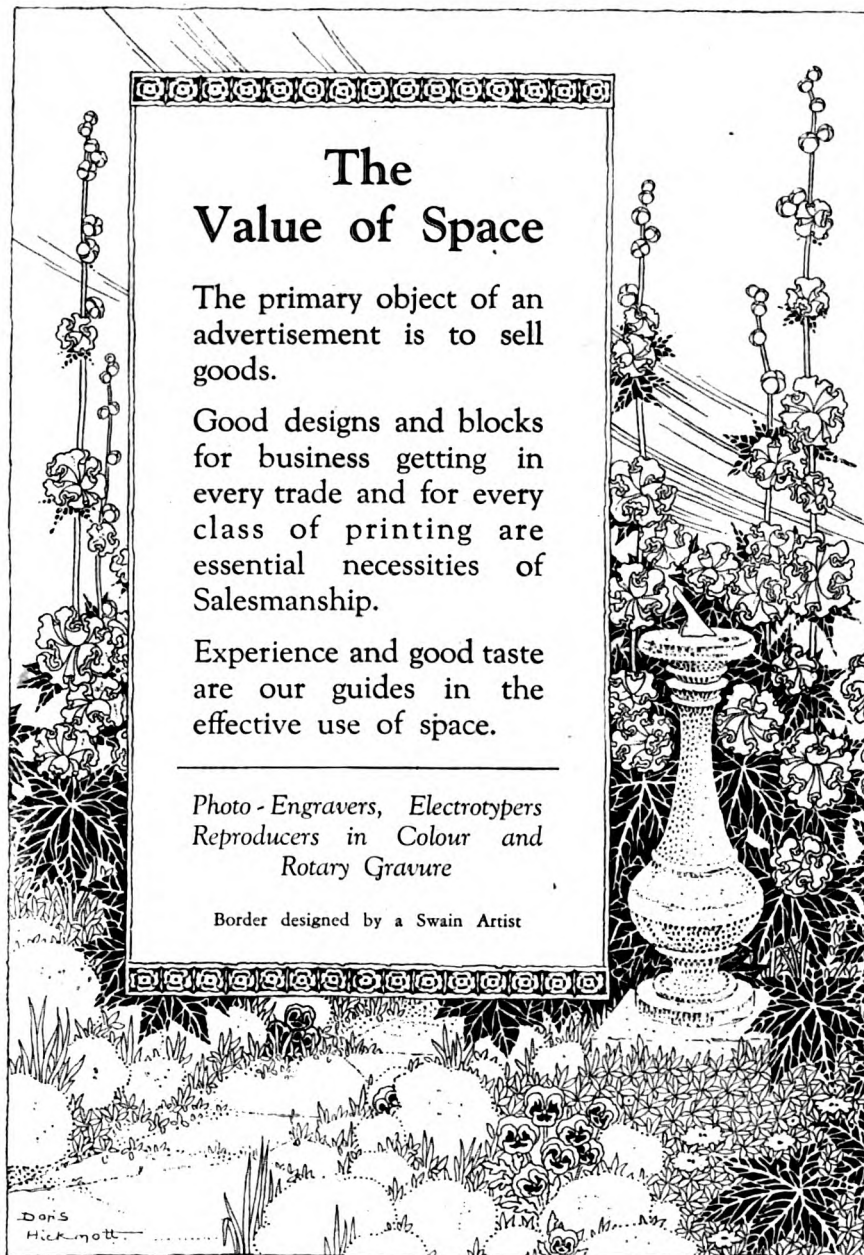
The primary object of an advertisement is to sell goods.

Good designs and blocks for business getting in every trade and for every class of printing are essential necessities of Salesmanship.

Experience and good taste are our guides in the effective use of space.

Photo - Engravers, Electrotypers  
Reproducers in Colour and  
Rotary Gravure

Border designed by a Swain Artist



# JOHN SWAIN & SON, LIMITED

89 - 92 SHOE LANE, LONDON, E.C.4

GLASGOW - 332 Argyle St.  
MANCHESTER 10 New Brown St.  
Telephone: CENTRAL 9333 5 lines.

Works: BARNET

BRISTOL 43 Broad St.  
PARIS - 34 Bd des Italiens  
Telegrams: "ISOCHROMATIC, LONDON."

Put **I**deas in your campaign  
It sells in the home



# It appeals to Class!

IF you have goods to sell which appeal to the woman keenly interested in her personal appearance, advertise them now in *Hairstressing Illustrated*. The sales of fine soaps, perfumery, beauty preparations, dressing-table knick-knacks, etc., cannot help but go up if they are advertised to the woman who loves beauty in *Hairstressing Illustrated*.

*For an intensive circulation amongst the well-to-do women use*



## HAIRDRESSING ILLUSTRATED & Beauty Fashions Review

6d.—36 pages, Rates and Specimen Copy gladly sent, on request to:—

PAYNE-JENNINGS PUBLICITY LTD.,

6, Vigo Street, Regent Street, W.1. (GERRARD 4303.)

### CAPTURING AN IMMENSE MARKET

such as Australia and New Zealand is only possible by employing an **Advertising Manager** with actual experience of Marketing and Advertising in those countries. Yorkshireman—Public School education. London Agency experience, Advertising Manager leading British Manufacturers. This broad experience is available to a Manufacturer who wants more than the average Home and Export Trade. Salary moderate. Married. Age 46. Box 305, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

### Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising  
**D. J. KEYMER & Co., Ltd.,**  
36-38, Whitefriars Street, E.C.4.  
Telephones: Central 8877  
Telegrams Remyek, London.

### To Firms Seeking Wealthy Markets

#### "PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS

#### "LA RAZON" BUENOS AYRES

150,000 daily  
London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

## SESSION 1926-1927 LECTURES

IN  
ADVERTISING & SALESMANSHIP  
BY

### Mr. CHARLES C. KNIGHTS

at the following L.C.C. Institutes:  
**UPPER MARYLEBONE ST.**

Gt. Portland Street, W.1.

TUESDAYS, 7.15—9.15

THURSDAYS (2nd. Yr. Advg.), 7.15-9.15

**UPPER HORNSEY ROAD**

WEDNESDAYS, 7.30—9.30

**CLAPHAM COMMON**

FRIDAYS, 7.30—9.30

Enrolment Week: September 20—24

First Lecture: September 28th.

Details from CHARLES C. KNIGHTS  
14, Cavendish Rd., N.4. Mountview 5034

### SAY IT NEW-WAYS

YES, PHOTOGRAPHICALLY

**LILYWHITE LTD.,**

of TRIANGLE, HALIFAX.

the Originators, can help you.

## CURRENT ADVERTISING

Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings

A. J. Wilson and Co., Ltd., have business in hand for Goodrich Tyres.

J. H. Goring has been booking space for Grossmith's Perfumery.

Shaw, Wardlaw and Co., Ltd., are handling advertising for Bulmerayon Artificial Silk.

Wilfred Scriven, Ltd., have been placing for Masters of Rye.

John Haddon and Co., have booking series orders for St. Bruno Tobacco.

Day's Agency has given out September appropriation for Morris's Blend Cigarettes.

Mersey Agency (Liverpool) is handling an autumn scheme for Bees' Bulbs.

C. Vernon and Sons, Ltd., have new advertising in hand for Auto-Knitter and for Dobbie's Seeds.

F. E. Williams has recommenced placing for Artistic Photographic Co.

Baird and Dawson (Manchester) are handling business for Sutcliffe's Portable Houses.

Herbert Greaves, Ltd. (Manchester) have been booking space for Three Knots Hosiery, and are launching a scheme for Earlywarm Blankets.

F. W. Sears has new season's advertising going out for Potter and Clark's Asthma Cure.

D. C. Cuthbertson and Co., Ltd., Glasgow, are placing orders for Symington's Coffee and Beattie's Bread, and have arranged the Anti-Prohibition Campaign advertising, and are issuing again for The Standard Life.

Lord and Thomas, Ltd., have again been placing for Durham-Duplex Razors.

Smiths' Agency, Ltd. have increased newspaper advertising for Foster Clark's Cream Custard, and have been booking space for Boots' Drug Co. and Sharp's Kreemy Toffee.

Crossley and Co., Ltd., have been placing in the large circulations for Edison Bell Records.

B. Louis Goodall is handling a scheme for Solex Carburettor.

Curtis Agency, Ltd., have been booking newspaper space for Pianola Piano.

Samson Clark and Co., Ltd., are placing displays for a new line named Genoxide.

E. Martin Harvey has business in hand for Trident Salmon and Shrimp Paste.

J. Walter Thompson Co. is handling advertising appearing for Sal Hepatica. Brockie, Haslam and Co., have been booking newspaper space for Koko for the Hair.

Fredk. E. Potter, Ltd., are again giving out for Lines Bros. Famous Toys.

Godbolds, Ltd., have been placing displays in the dailies for Armstrong Siddeley Motor Car.

Howat Advertising Service, Ltd., are placing autumn advertising of Castlebank Dyeworks in the Pictorials, and local advertising of Bayne and Duckett, Ltd., in Glasgow dailies.

Roebuck's Advertising Service are placing orders for The Gramophone Manufacturing Company and Harry Hebditch, Ltd.

Palmer's Agency will shortly be placing an extensive campaign for Ansaldo motors.

## MODERN ART STUDIOS

have on view a permanent exhibition of

**CLEVER INSPIRED LIFE STUDIES OF ENGLISH BEAUTY**

by celebrated ITALIAN ARTISTS, specially designed and adaptable for commercial publicity work.

Inspection invited at 60, GAMAGE BUILDINGS, HOLBORN, E.C. (Holborn 1742.)

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20' a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

## What is the most valuable Advertising Space? A Reply:—

### TETMAL (LTD.)

*Manufacturing & Distributing Chemists.*

45, FARRINGDON STREET,  
LONDON, E.C.4.

3rd August, 1926.

P. Emanuel, Esq.,  
"John Bull," Long Acre, W.C.

DEAR MR. EMANUEL,

It is not our custom to talk about what we are doing. As a matter of fact, we believe in the old adage not to let the right hand know what the left is doing, but the facts resulting from our advertising in "John Bull" are so exceptional that we feel you are entitled to know of them.

Our front cover ad. in "John Bull" on April 17th brought us over 19,000 coupons requesting samples.

These came from every county in the British Isles, all the Channel Islands, several provinces in Canada, both Australia and New Zealand and Wiesbaden, Germany, and also from both Nice and Monte Carlo.

The largest number of requests came from South Wales, where we had never done any advertising. As a result of "John Bull," we received orders from Chemists for several gross of Tetmal from that district, and have since done a satisfactory business, not only in regard to the Wholesaler and Retailer, but to the public direct.

You will remember we followed this up with a front cover on June 5th, and both our Salesmen and our Research Department make very definite reports that "John Bull" has been beyond question a great help to the Chemists in selling Tetmal, because the faith of your readers in the advertising in "John Bull" not only brought us the coupons for samples, but sent them to the Chemists to actually buy the tablets.

We know this information will be of interest to you, and it is only because it is so exceptional that we are letting you know these facts.

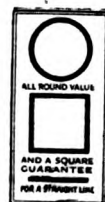
With compliments and regards,

Yours very truly,

TETMAL, LTD



**LATER:** Additional proof has been posted to Advertisers throughout the country. If you did not receive it write to Philip Emanuel, Advertisement Director, Odhams Press Ltd., Long Acre, London, W.C.2.



# Covers Five Counties

The paper of all the best  
people in Nottinghamshire,  
Derbyshire, Leicestershire,  
Lincolnshire and Rutland—

## The Nottingham Guardian



London Office : 59, FLEET STREET, E.C.4  
(Mr. H. E. Popham)



# The Week in Advertising

Preparing for next year's Convention—Poets as Copywriters—  
The Right Use of Colour

**W**EATHER experts tell us that we have just passed through the driest August for twenty-seven years. Advertising men will not quarrel with the description, either meteorologically or commercially. It has been an arid month. We are now launched, however, into the harvest season, and there are signs of a good crop of plums. There are, however, plenty of signs also of the need for further cultivation. Advertising has made such astounding progress in public estimation in the past five years that the men and women of the profession are sometimes prone to consider that all the world realises the full benefits that trade can obtain from advertising. This is far from being the case. There are, indeed, ample instances of a sad lack of knowledge.

It is the task of the profession to repair that lack. It can be done by such means as the Manufacturers' Session which is to be held in October in Manchester. It can be done by a really clear-cut message from an Advertising Convention—a message, that is to say, that means something to the man in the street as well as to the members of the profession.

The time is near at hand when the preparatory work for the 1927 Convention will be started. Greater responsibility than usual rests upon the organisers of next year's event, for they have not only to ensure the success of the Convention but they have to make it so outstanding a success that some of the impetus lost by this year's unhappy experiences will be made up, for the good of advertising. The task is no easy one. The basic idea of the Convention will need to be a big one and an inspiring one.

This is the moment for vision—though not for visionaries.

## Verse—and Worse

**F**ASHION has its way in advertising as in everything else. There are fashions in the playing of cricket and fashions in the dieting of invalids. The two outstanding fashions of the moment in our profession are photography and verse. There has been a strong trend towards the use of real-life photographs in the lay-out

of advertisements for use in periodical newspapers in the last twelve months. The poets—or verse writers—have been with us a bare twelve weeks. It cannot be said that, as poets, any of them threaten the popularity of Mr. Frederick E. Weatherley, Walt Whitman or the late Mr. Shakespeare. Indeed, most of the rhyming has been execrable. It has been pathetic where it was intended to be humorous burlesque; it has been banal where it was meant to be fresh. Some day soon, perhaps, an advertiser will unearth a poet-copywriter whose verse will be worth reading. The present school is porpoiselike in its metrical wallowings.

## Colour

**M**ANY advertisers have used colour for many years past, but recently there has been a general appreciation of the fact that there are many more ways of using colour in reproduction than have yet been exploited for publicity. The interest aroused by the subject is shown by the flood of requests sent to the offices of the "Big Six" for copies of their handsome new book on the subject, which we reviewed last week. We have experienced it also in the comments that have been made on the use of the second colour in the printing of ADVERTISING DISPLAY. The subject is carried a stage further this month in the Supplement in an article by Mr. Noel Surrey Dane. New systems of colour reproduction for newspaper and periodical purposes are being introduced. New ideas in showcard and window trim reproduction are also in the market. Colour is going to be used more freely.

## THIS WEEK'S PAPER WITH ADVERTISING DISPLAY No. 3

Reducing the Risks in Instalment  
Selling—by Cecil Chisholm

An Agency Agreement in Sweden  
*Various Viewpoints on a Recent  
Innovation*

Putting the Personal Touch in an  
Impersonal Business — by  
Fernand A. Marteau

*French Co-operative Society's Novel  
Method*

Some Chinese Display Boards

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Current Advertising  
Advertiser's Gazette  
We Hear, etc.*

THE ADVERTISER'S WEEKLY  
66, Shoe Lane, London, E.C.4.

# Reducing the Risks in Instalment Selling

A special technique required—Where the manufacturer finances the retailer—The Marconiphone Company's scheme—Pitfalls it avoids—  
When a guarantee is necessary

By Cecil Chisholm

**M**ANY of my correspondents express anxiety as to the unusual risks involved in instalment selling. Of the unusual nature of the risks there is no question. It is relatively simple for a merchant to give credit to a new customer. For he has usually time to get at some of the important facts about his personal and business reputation. But the trader who has advertised that he sells "on instalment terms" can only get a couple of references (possibly worthless), some sort of report from his financial agency—and then trust to his own judgment in making his decisions. There is no alternative way of getting the business. To-day, if he refuses to give instalment credit he loses the order.

If these difficulties face the merchant, how many more face the manufacturer! His ability to make efficient inquiry into the status of thousands of private individuals who purchase his goods through his dealers is almost nil. The number of accounts makes impossible to him that measure of control which the merchant and the wholesaler can obtain in dealing with but a few hundred accounts. He is forced to rely on the judgment of his dealers from first to last.

## Retailer's Problems

For this reason the problems of the maker who resolves to finance the selling of his own goods through the trade on the instalment system are really those of the retailer. Given a reasonably sound scheme, an adequate first payment, and a binding agreement, success or failure depend entirely on the judgment of the retailer concerned in giving credit.

Of course this does not apply to houses selling by direct methods. The Burroughs Adding Machine Co. which uses its own specially trained salesman, can almost cut the credit risks out of its business.

"Repossession is extremely rare with us. Neither have we had occasion to seek any legal rulings. . . . We expect a first payment of not less than 10 per cent. of the purchase price of the machine. On special machines this is 20 per cent." This was the report I had from Mr. A. F. Boreham, an official of the concern.

In this case the close liaison of the personal salesman with the customer reduces the credit risks to a minimum.

Direct selling of this type is, however, still confined to a narrow range of expensive specialties in this country. The average manufacturer has to handle his instalment selling through the retailer, unless, of course, he is doing a mail-order business. The risks of instalment selling by mail are a class in themselves.

One might sum up the normal situation by saying that ultimately credit losses will be in inverse ratio to the amount of care expended on *training the retailer* in the fine art of instalment selling.

The average retailer has a good deal of difficulty in realising the different technique required for instalment selling as compared with cash business.

## The Case of the Minor

For instance, if a well-dressed but unfamiliar young gentleman of 18 walked into your garage, and said he would like to buy a Ford coupé for cash, it would not be very difficult to arrange delivery, so that you had cashed his cheque before he drove the car away.

Yet you might be quite unwise to let him have his coupé on instalments even with a 25 per cent. cash payment. It is always unwise to sell to minors on the deferred payment plan.

As I dictated these words an American friend of mine who was sitting in my study, broke in:

"That's so. A year ago I took on Ted Baker, aged 16, as a garden boy in my nurseries out in Pasadena. A couple of days before I sailed, Ted came up to me looking rather serious. I should have told you that I pay him 4½ dollars a day for doing his little bit. So he shouldn't have any cause to look serious!"

"I'll have to have another half dollar," he announced.

"Aren't you satisfied?" I asked.

"Oh, yes, I'm glad to work for you, but you see it's like this, I'm two instalments behind on my Ford coupé, so I got to have more money." So Ted lost his job—and probably his coupé."

That dealer had certainly failed to realise the difference.

The manufacturer's success, I repeat, depends on steering the dealer around scores of such snags.

A wireless dealer on the south coast wants to know who will finance him in instalment selling. Curiously enough, although only one financing

house, is, to my knowledge, taking up this business; one wireless manufacturing concern has organised a particularly sound system for financing its agents in instalment selling. The Marconiphone company only instituted its scheme a couple of years ago; yet so carefully had every detail been thought out that most of the obvious pitfalls have been avoided.

"So far as reverts are concerned," says the managing director, "we have not really had much experience. In fact, very few of our sets have been returned at all. Those instances where they have been returned being due to the client requesting that the instrument be collected."

"Taking our figures at June 30, the number of accounts we have placed in our solicitor's hands is under 4 per cent. of the total transactions."

"So far as bad debts are concerned, although we have a reserve against any possible losses, we have not as yet experienced any serious loss, as we consider against the bad debts any forfeiture of payments."

A scheme which has worked so successfully is worth study. The first credit safeguard one finds is the care with which the Marconi agents are chosen. The number of agents is limited, so that each is expected to carry a range of goods worthy of the area served.

## Reduced to a Minimum

In this scheme the agent is asked to accept no extra financial responsibility.

The scheme has been so organised as to reduce the dealer's routine to a minimum.

The customer, too, is inconvenienced as little as possible. I think it will be agreed that the proposal form shown herewith is a model of simplicity.

The first payment asked for is 10 per cent. with a minimum of £3. No transactions of less than £10 list price are entertained. It is considered that the average list price is about £20, so that the minimum deposit is roughly 15 per cent.

The dealer is required to see that the proposal form is filled up with all the particulars asked for and sent to the head office.

If he cannot deliver the goods from stock he orders them at the same time.

In three or four days, provided that the customer's credentials are satis-

factory, he will receive an agreement which the customer will sign, along with a dispatch voucher authorising him to deliver the goods on responsibility of the manufacturer.

#### Financing the Dealer

When the customer has signed the agreement, the dealer delivers the goods and returns to the manufacturer:

- The signed agreement;
- The deposit and insurance charge;
- The copy of the dispatch voucher signed by the customer as having received the goods.

It should be explained that the insurance premium is 8s. up to £30 list price, or 5s. over list price, payable with the deposit.

When the dealer has sent the necessary documents to the manufacturer, he receives from him a credit note of the full list price of the apparatus, less 2½ per cent. This is the accommodation fee charged to the dealer by the manufacturer for taking over the transaction.

The twelve monthly instalment payments consist of 90 per cent. of the list price, plus 5 per cent. interest. These are paid direct to the Marconiphone Company. But if the dealer is prepared to arrange for collection, the company is prepared to allow this.

Any extra work done by the dealer in the matter of installation, erection of aerial, or accumulator charging, do not enter into this agreement. They must be charged for separately by the dealer on the usual cash terms.

It will be seen that the Marconiphone Company have come to certain important decisions as the basis of their arrangement. In the first place, they very naturally regard wireless apparatus as possibly subject to a higher rate of depreciation than other articles of furniture, as, say a piano. At the same time they clearly do not regard the selling of wireless apparatus as being nearly so risky as that of a motor-car. For they are asking only 15 per cent. down, where the motor trade desires 25, although it has a habit of taking 20 per cent.

The cost of financing this scheme, it will be noted, works out a little lower than that for a car. The customer is paying 5 per cent., the dealer 2½ per cent., yet the amounts dealt in are smaller, which would normally justify a higher rate of interest owing to the additional work involved.

I stress these points because these are precisely the decisions which every manufacturer has to make for himself. The penchant which many manufacturers possess for a "cut and dried scheme applicable to my

business" may be natural, but it is entirely foolish with regard to instalment selling. Every industry, and indeed every maker, has to work out the scheme for himself based on his own costs and a very careful study of the new cost factors implicit in instalment selling.

Let me note in passing that the Marconiphone Company does not confine its attention to teaching the dealer to "play safe." It takes equally energetic measures to assist him to *sell*. Here is a letter which has been provided (in draft) for every agent, mailed to customers within the agent's district.

#### The Offer

"Dear Sir,—To enable you to appreciate the full beauty and wonder of wireless we are willing to instal a complete apparatus in your home, so that you can listen to broadcast music, speech and song at your will.

"The apparatus may be obtained on the deferred payment system—see folder enclosed—the transaction being kept strictly private.

"May we give a demonstration without any obligation to purchase?

"Yours faithfully, \_\_\_\_\_"

But this has rather taken us away from the subject of credit. What is the experience of makers who first plunge into instalment selling?

(Continued on page 284)

#### SELFRIDGE & CO., LTD.

#### PROPOSAL AND AGREEMENT

The possibility of delay will be obviated if the Applicant will take care to supply full particulars when filling up this Form.

Name (in full) \_\_\_\_\_

Permanent (private) Address \_\_\_\_\_

State if Householder. Yes or No \_\_\_\_\_ How long a Householder? \_\_\_\_\_

State if Age over 21. Yes or No \_\_\_\_\_

Occupation \_\_\_\_\_

Business Address \_\_\_\_\_  
(With Name of Firm (if any). (For Registration purposes only.)

Delivery Address \_\_\_\_\_

References required:—Two Business Houses or two Householdors or a Guarantor.

Banker (if any) \_\_\_\_\_

Branch \_\_\_\_\_

1st Reference, Name \_\_\_\_\_

Address \_\_\_\_\_

2nd Reference, Name \_\_\_\_\_

Address \_\_\_\_\_

If the Applicant be a Minor or Non-Householder, it is necessary for a Householder, who will guarantee the payments on the dates they become due, to complete the following Agreement.

In consideration of your supplying the above with the goods specified in the Schedule attached, I, \_\_\_\_\_ (Insert full name) a householder residing at \_\_\_\_\_ hereby undertake to guarantee the punctual payment of all monies due, or becoming due, under this Agreement.

Witness \_\_\_\_\_

Address \_\_\_\_\_

Occupation \_\_\_\_\_

Signature \_\_\_\_\_  
Gd.  
STAMP.

Two examples of instalment contract.

#### MARK ENVELOPE "PRIVATE AND CONFIDENTIAL"

TO: The Marconiphone Company, Ltd.,  
Head Office: 210, Tottenham Court Rd., London, W.1.

Please insert  
Name of Dealer  
in this space

#### Proposal for Hire-Purchase of Marconiphone and Sterling Radio Apparatus

(Kindly write in Block Letters.)

Name (in full) \_\_\_\_\_

Full postal address \_\_\_\_\_

Profession or Business \_\_\_\_\_

Have you attained the age of 21 years? \_\_\_\_\_

Name and address of Banker (if any) \_\_\_\_\_

Name and address of Householder \_\_\_\_\_

Address where apparatus is to be installed: \_\_\_\_\_

Are you owner or tenant of premises at which apparatus is to be installed? \_\_\_\_\_

Name and address of Guarantor (in event of purchaser not being a householder or tenant) \_\_\_\_\_

#### SCHEDULE OF APPARATUS REQUIRED

Catalogue Number	Description	List Price

TERMS OF HIRE-PURCHASE—Ten per cent. of List Price (with a minimum of £3) payable on signing agreement; balance of List Price, plus 5 per cent. for interest, in 12 monthly instalments, commencing one calendar month from date of Agreement. The only extra charge (for insurance) is 1/6 per set up to £30 in value and 1/6 per set over £30, payable with the deposit.

Signature \_\_\_\_\_

Date \_\_\_\_\_

The Marconiphone Company reserves the right to discontinue apparatus without notice.



# An Agency Agreement in Sweden

Various Viewpoints on the Present System—What the Agents Say

From a Special Correspondent

**T**HE present position of advertising practice in Sweden is well worth studying, as the position there may influence the future of advertising in that country.

It must be said immediately that Sweden possesses most healthy media; the printing industry is thoroughly efficient and co-operates intelligently with the advertisers; the posters take their legitimate place and are, as a rule, of a high standard. At the same time the value of advertising is becoming generally understood by the Swedish industry.

The result has been the setting up of a number of small advertising agencies, some of them not sufficiently well equipped to give the advertisers what they were entitled to from a "service" agency, others, however, quite efficient.

The old-established agencies came together, surveyed the position, and after long discussions and meetings with the Swedish Newspaper Association, two contracts were drafted and signed.

The first was between the eight agencies themselves, now formed into an Advertising Association, but having this peculiarity that, as far as we can discover, no provision was made for new members.

Under the terms of this contract each agent was allocated definitely the clients whose business he handled, while new clients and even prospects can be "reserved" to one of the contracting agencies by the simple process of advising the Secretary.

## In Force till 1930

I am giving below the summary of paragraph 2 of the contract in question:—

The agencies pledge themselves not to endeavour to obtain business from another agent. A list of the present clients of each contracting party will therefore be drawn up. Agencies are to be assigned advertisers whose business they handled during 1924, while the alterations arranged up to October 1, 1925 (date of the contract), should be taken into consideration. Should an advertiser have divided his advertising between two or more agents, each agent will receive in the future the same share as before.

The list of clients is not to be altered during the whole period of the agreement (until the end of 1930), but can be increased by notification of new advertisers being given to the Secretary. All the other agencies will then be notified by him, and should another agent have a claim to the account he should notify the Secretary within a month. The Secretary will settle the dispute and his decision is binding on both parties.

Should any agency receive an order from an advertiser listed to another agent, the former may accept it, but must pay the agency to whom the client belongs 10 per cent. of the gross amounts (with the exception of the Stockholm dailies, where only 7½ per cent. is to be paid). The payment should be made through the Secretary, quarterly, and he will remit to the agency concerned. Should payment not be forthcoming a reminder will be sent, and if no payment is made a week after this notice the Secretary has the right to enforce payment by law.

## Points about Commissions

It should be borne in mind that, roughly, the agents' commissions in Sweden work out as follows, calculated on the net amount (that is, when series discounts have already been deducted):—

10 per cent. on Stockholm dailies.

15 per cent. on Malmö and Gothenburg dailies.

20 per cent. on dailies from other cities and most of the weekly and monthly papers.

It will be noticed at once that a dissatisfied advertiser, approaching a new agent, will not be able to secure very good service from the latter. The late agent—who is *not* giving any service or running any risk—will secure 7½ per cent. and 10 per cent. on the gross amount, while the new agent—who is to give service—will retain practically nothing.

Here is a practical illustration of the manner in which this contract could work out.

Say an agency takes over an account of Kr. 100,000, to be used in the Stockholm dailies. On this the rate-card series discounts to the advertisers are 30 per cent. and the following position arises: the new agent will receive 10 per cent. on the net amount (or on Kr. 100,000 less 30 per cent. = Kr. 70,000) namely Kr. 7,000; while he will be liable to the late agent, whose services have been found insufficient, for 7½ per cent. on the gross amount of 100,000, or Kr. 7,500. The new agent will lose all his commission and Kr. 500 in addition.

The solution should be to go to an agent outside the combine. There is, however, a second contract between the eight agencies and the association of Swedish newspaper proprietors, which stipulates that agents' commission will only be paid to them. Apparently they become collective paper farmers of all the media belonging to the association. The contracting agents in turn undertake not to

share any part of their commission with their clients.

It is scarcely necessary to point out that the whole matter is highly controversial, and I have ascertained the opinions of the different interests involved.

The Newspaper Proprietors claim that the measures have greatly facilitated their business and consolidated the position of their eight big customers, who bring them between 18 and 20 million kroner of business per annum. The contracting agencies insist that it keeps the field clear of a number of unsuitable persons and enables them to develop the service side of their business with greater confidence.

The principal space users have grouped themselves in an association, the Svenska Annonserers Förening, and are absolutely opposed to the new rules.

"This agency ring," Mr. Bertil Andersen, Vice-President of the Association told me, "prevents healthy competition among those who claim to serve us. In this case, as in all others where a monopoly exists, there is no more incentive to improve methods and to do one's best. We believe that the result will be to endanger the normal progress of advertising art and science in our country."

## The Agent's Statement

On the other hand, Mr. Ernest Grafström, Chairman of the Swedish Association of Advertising Agents, made the following statement on the position.

"Every new client is always welcome to an advertising agency, and the latter will endeavour to handle the account to the best of its ability. It must be noted that the agents put their imprint on the advertisements issued by them, and this is greatly instrumental to keep the standard of work very high.

"The two contracts mentioned do not prevent dissatisfied clients moving their business. I can definitely state that since the beginning of this year accounts representing a turnover of several hundred thousand kroner have changed hands, and this quite satisfactorily.

"But the chief point is that the agencies realise that there can be no question of underhand manoeuvres, and that only the matter of service they can offer is responsible for the changes in question.

"It would be well, before concluding for or against the present arrangements, to let time pass and see the results obtained. Swedish advertising has up to now kept well abreast of progress, and all of us within the Association will, also in the future, do our utmost to produce the best. We realise that advertising and advertising men entirely depend upon the quality of the work they produce."

# Putting the Personal Touch in an Impersonal Business

A Figure that Typifies 14,000 Consumers—French Co-operative Society that dodged dullness in approaching its Members

by Fernand A. Marteau

**T**HERE is no doubt that the introduction of a suitable mascot or lay figure in the advertising of a proprietary article can become a very valuable asset.

In some cases—and every reader will easily call to mind examples, here, in America and in France—such personification of the product has become the main advertising “stock in trade” of the manufacturers.

But the mascot can be even more important to a concern giving “service”—and it is such a mascot which I am going to introduce to the readers of the WEEKLY in the person of “Père Coréban.”

Et Debuissou prepared a complete study (I was going to write “a biography”) of this mascot, which appeared in last month's *Vendre*, and I cannot do better than to follow the chief points of his excellent description.

The Co-operative Régionale de Basse Normandie is among the most impersonal of concerns there could be. It is collective buying by a group of people, through a chosen board of administrators. The group in ques-



The top illustration shows how the stodgy stereotyped “head” of the Bulletin was transformed and the lower one shows letter headings for ordinary correspondence and for circularising. (As reproduced in “Vendre.”)

tion is composed of men and women of the working or lower middle-class, and they could not tolerate the singling out of one individual to typify the concern—and rightly so, as it is the property of everyone.

The Board of the undertaking was, however, anxious to give a more intimate form to its advertising by creating a “personality.”

The name was the first consideration. The monogram: C.R.B.N., often used in the correspondence of the concern, could, however, not be used. But by adding the immediate following vowel after each initial, a name was obtained, CoréBan, really pleasant and easy to remember, while remaining most intimately connected with the firm's all too long official name.

“Coréban,” having been adopted (and a natural prefix of Père also accepted), it was a fairly easy matter—keeping in mind the class of “members” of the C.R.B.N.—to draw the “head”: an old fellow of Normandy, with the local cap, a broad, sympathetic smile, not over “cute,” as wrong conclusions might be drawn. In short a frank and jolly fellow, one of their own.

And the drawing in turn set the tone of the copy—jolly, slightly “patois,”

but only in a manner adding charm to the copy and in no way making it difficult to understand.

Father Coréban was introduced immediately. The letter heading lost its stern and uninspiring title, and Coréban's face made its appearance, while the letter heading for circulars had as title, "*A word from Father Coréban*," making the message really personal.

In the same manner, Père Coréban became connected with all printed matter, catalogues, price lists, posters.

In fact, instead of going to that dull impersonal "Co-operative," the clients were now visiting "Father Coréban"—an important difference.

#### Life in the Bulletin

But the real tribune for the personified C.R.B.N. was the bi-monthly bulletin which was re-christened *Le Père Coréban*, and adorned by a drawing of the figure. Under this influence the dry and austere *Bulletin* became a real live organ, closely followed by the readers, as can be seen from the following figures.

The circulation is about 14,000, and competitions recently run had from 2,000 to 2,500 replies; while on matters of general routine, where the house organ appealed to its readers for advice, the new "personal" *Père Coréban* obtains about five times more replies than the almost anonymous *Bulletin* which it succeeded. A clear proof that the modernisation has induced the members to read their organ more carefully, and to take a closer interest in co-operative matters.

In fact, "*the*" bulletin has now become "*my*" paper, and the correspondence proves a real and happy change in the manner in which the organ is regarded by those for whom it claims to speak.

It may be that one day the concern will outgrow its own name, and that geographical expansion of its activities will force a change in its title. The name of Père Coréban, will then no

longer represent the concern's title in short. What matter? Père Coréban will have become by then a personality entitled to his own name. How many motorists in these days, when Homer is very much out of favour, "understand" the word *Bibendum*? They "know" their tyre-made friend, and that is enough for them.

Père Coréban is, as can be seen, more than an advertising aid. He is the means of putting life into an inanimate administration. He is "a" member, "all" members and "every" member

#### INSTALMENT SELLING—(cont. from p. 281)

Naturally the experience of some makers has been highly variegated! It is rather a revolution for an accountant who has been dealing with but a few hundred retailers' familiar running accounts, to have to tackle the credit side of the transactions of thousands of, to him, unknown persons up and down the British Isles.

The trend of experience goes to show, I think, that the personal reference is worth less among the new purchasing public of the lower middle classes and the working classes than it was in the narrower circle of middle and upper class buyers at the beginning of the century.

#### Limitations

Inquiry forms may be devised as ingeniously as you like; skilled counsel and crusted actuary may add a binding word here, or implant a legal weapon there, but an inquiry form remains—an inquiry form, and nothing more.

Where doubts have arisen, the help of the inquiry associations should be called in. Their methods, which were formerly completely antiquated, are steadily improving. Banker's references are usually of little value in these cases, since the prospect's affairs are usually too minute to interest the manager.

of the co-operative. He acts for all, and is the living personification of the co-operative. He is thoroughly alive, thanks to the brightness of his messages, although he is only known in one attitude—Lucien Guitry was intensely alive—but yet an example of sobriety in his gestures!

Le Père Coréban, is not yet a very old arrival in Publicity Land. He has done a great deal already, as can be seen. Well chosen in name and design, he is a fine example of what the mascot of the "unimpersonal" or "service" firm can be.

As a sample of a binding guarantee I cannot do better than quote that used by the Marconiphone Company:—

Date.....

The Marconiphone Co., Ltd.,  
210-212, Tottenham Court Road, London, W.

DEAR SIR,

I hereby request you to supply to me a Wireless apparatus on your Hire Purchase System in accordance with the terms and conditions of Agreement No. ...., and in consideration of your so doing I personally guarantee payment of the account and fulfilment of the conditions.

I also hereby authorise you, in so far only of course as I am personally concerned, to exercise your rights against him under the above-mentioned Agreement either of repossessing or removing the Set or otherwise, should such a necessity ever arise.

Yours faithfully,

Signature .....

Address .....

In my next article I shall deal with the retailer's side of the credit risks.

#### C.O.D. Has Not Failed

A statement issued by a news agency last week that C.O.D. had failed during the first five months of its existence has been controverted by the Imperial Cash-on-Delivery Association, and a contradiction has appeared in many of the papers which published the statement.

# SIR CHARLES HIGHAM

*invites correspondence with Advertisers*

who desire that their advertising shall get the prompt and personal attention of the Principal of their Advertising Agency. Sir Charles devotes the whole of his time to his clients' business and is in a position to handle one or two more accounts.

Address: IMPERIAL HOUSE, KINGSWAY, LONDON, ENGLAND.



# Thou be our leader in the field, Keep thou thy armour bright

HERE is a piquant contrast in the outlook on industry held by two manufacturers. One—a very eminent and distinguished industrialist—wrote us a few days ago in this strain: "I am afraid we have virtually resigned ourselves to relaxing our efforts in the retail end, and counting upon large volume sale in the usual trade channels as the most promising means of maintaining our turnover."

The other—the head of a firm with probably less resources—visited our offices and opened an interesting discussion by emphatically stating: "We are determined to be known all over the world as a — manufacturing concern." This firm has established a fairly large and prosperous business in one particular field, and the declaration was an announcement of a new departure.

A firm which resigns itself to relaxed effort in the retail end is in effect saying that it ignores the ultimate consumer—the man in the street and the woman in the home. If this attitude were universally adopted by the British manufacturer we should be treading the path to trade oblivion.

On the other hand, when the spirit of our visitor who says: "We are determined" to do such and such a thing pervades all branches of British production, no power and no nation on earth will prevent a speedy return to prosperity in this land.



"IF thou be our leader in the field, Keep thou thy armour bright." We, of Saward, Baker and Co. Ltd., believe advertising to be the medium for keeping the armour of business bright. Modern advertising calls for such constant care, such everlasting need for freshness and a never-failing, never-varying attention to sound policy, that a business cannot advertise well and have its armour dull. If you would be the leader in your field you must keep your armour bright by sound, vigorous selling methods and forceful, well-planned advertising.

But in advertising there are degrees of efficiency. We claim to apply "the little more" to every branch of selling and advertising with which we deal, that makes the big difference in sales and in stability. It is a bold claim and one we substantiate by proof. We have helped to build, within the last quarter of a century, many firms who are leaders in their field. Those other famous firms

who more recently adopted Saward Baker Service did so, we believe, because of the soundness and virility of our past achievements.

Now we desire to associate ourselves with others who possess the determination to be leaders in their field, and thus assist to make Britain once more a land of plenty.

"If thou be our leader in the field, Keep thou thy armour bright."

## SAWARD, BAKER & CO., LTD.

Advertising from A to Z

Telephone  
Holborn  
5528 (5 lines)

27 Chancery Lane, London, W.C.2

Telegrams  
"Sabazi" Holb  
London

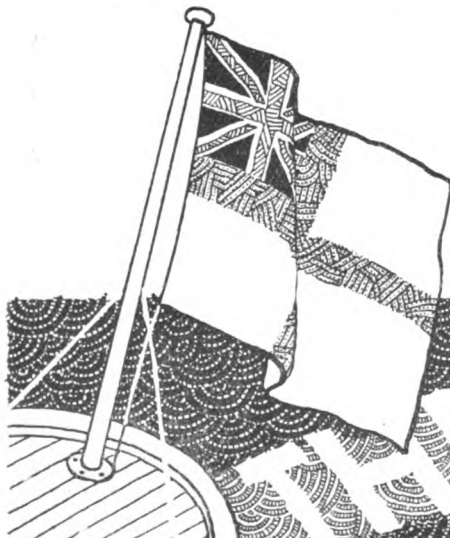
# Some Chinese Display Boards



*Chinese merchants in Shanghai make a special bid for English-speaking trade, though often with humorous results. These photographs, kindly placed at our disposal by Mr. Thomas McDougall, give some noteworthy samples of the good intentions of the merchant and the dire effects on the English language.*



*Two typical shopfronts in Shanghai, one almost wholly westernised, the other still strongly influenced by Oriental ideas. Here again the notices in English are full of amusing mistakes.*



Follow the paper which follows the flag. At home and abroad the 'Graphic' is the one weekly which finds new markets, and brings their trade to its advertisers. Write for further particulars to the Advertisement Director,

116, FLEET STREET, E.C.4.





# WINCARNIS



## Announcement

**I**T is our privilege to announce that Messrs. Coleman & Co. Ltd, of Norwich, have entrusted the advertising of their world-famous product—Wincarnis—to the David Allen Services.

To increase the sales of Empire Products is the *raison d'être* of David Allen Services. To this task they bring the informed experience of fifty years, reinforced by the infusion of new blood, receptiveness to new ideas and adaptability to changing business conditions.

*British manufacturers who wish to acquire, maintain or develop that solid, enduring asset, a Proprietary Value, are invited to examine the resources we can place at their disposal in every modern form of publicity, both for Home and Export markets.*

## DAVID ALLEN SERVICES

Controller : Lieut. -Col. G. S. Hutchison, D.S.O., M.C.

PRESS · PRINTING · POSTER PUBLICITY

1, Wardour Street, London, W.1



# The Cheapest Way to Illustrate

By Max Rittenberg

**A**N engineering firm, wishing to produce an up-to-date booklet for an engineering speciality, asked an engraver to estimate for the cost of four colour blocks, the size of each being roughly 5 in. by 5 in.

The quotation was about £45.

It looks a very heavy price to pay for just four illustrations in colour, but the engraver had to include the cost of expert photographing of the pieces of machinery and the elaborate retouching necessary for engineering specialities, as well as the Federation prices for colour blocks and the extra charge for cutting out background and vignetting. His price was standard.

Nor did the costs end with the production of the finished blocks. There was the further cost of printing in full process colours, and of "tipping in" the illustrations on the paper of the booklet itself.

Altogether, an expensive job!

It is lovely to think of having one's booklet or catalogue illustrated with goods displayed in their actual colours, and indeed it may be absolutely necessary in certain technical literature, but many firms who have wished for this have retreated in face of the cost involved.

What are the alternatives?

## Comparative Costs of Illustrations

Taking the same number of illustrations, four, and the same measurements, 5 in. by 5 in. in each case, let us look at the cost of alternative methods:—

### Three-Colour Process Blocks.

Cut out and vignettcd, including cost of photographing and retouching as above, approx. £45.

### Two-Colour Blocks.

Cut out and vignettcd, including cost of photographing and retouching as above, approx. £28.

### One-Colour Half-Tone Blocks.

Cut out and vignettcd, including cost of photographing and retouching as above, approx. £15 10s.

In the three alternatives above, one must also allow for the comparative costs of printing in three, in two, or in one-colour respectively.

Other possible methods are:—

### Three-Colour Line Blocks.

To be produced from artist's drawings, dissected up for colour by the artist, at cost of, say, four guineas per drawing, £24 6s.

### Two-Colour Line Blocks.

From artist's drawings at, say, three guineas per drawing, approx. £17 12s.

### One-Colour Line Blocks.

From artist's drawings at, say, two guineas per drawing, and including laying of engraver's tint, approx. £11 15s.

### One-Colour Line Blocks.

From artist's drawings as above, without laying of engraver's tint, approx. £10 18s.

And in each case the cost of printing differs as mentioned above.

### Which Process is the More Satisfactory?

This question is often asked by advertisers, when figures such as the above are submitted to them for alternative methods of illustration, in catalogues, booklets, folders, etc.

It is hardly possible to answer except on the specific case.

But the following line of thought is applicable generally:—*What is the purpose of the illustration, and what will it mean to the man or woman who sees it?*

Is the reader a technical man who wants to get an *exact* photographic likeness of the article offered? Or is he a member of the public, who needs only a general impression of the article, sufficient to tell him what it looks like and what it does?

For the former—photographic illustration, and reproduction by tone or tone-colour blocks. For the latter—artist's drawings, and reproduction by the cheaper line processes.

Again, for members of the public, the artist's impression may be much more attractive—very often is—than the photograph, however skilful be the retouching.

And further, for the technical man a photograph may also give an unsatisfactory impression—as with illustrations of the factory and factory processes.

Suppose it be desired to illustrate the *efficiency* of a factory. Will photographs convey this? Very unlikely. It will need the artist's imagination strongly at work, and some "stretches" of literal fact and displacements of walls and obstructing pillars, before the right impression can be given of ease and swiftness in operation!

### Engraver's Minimums

It is surprising how few advertisers are fully aware of the rules governing an engraver's standard charges, and realise that there are *minimum* prices as follows:—

Line Block, 14 sq. ins.	...	7/-
Tone Block, 14 sq. ins.	...	12/10
Two-Colour Tone Block, 30 sq. ins.	...	90/-

### Three-Colour Tone Block, 30 sq.

ins. .... 165/-

This means: anything less than the minimum size is charged for as though the whole area of 14 sq. ins. (or 30 sq. ins., as the case may be) were being reproduced. The engraver makes no allowance for blank space. It is all one to him in his working processes.

Therefore, the advertiser is at liberty to fill up the blank spaces with oddments—such as name-block, trade mark, etc., which are constantly useful to him—and secure these extra blocks for a mere "cutting charge" of sixpence per block.

The only point to take care of is that a proper separate space, between the one block and its neighbour, be allowed for in pasting up sundry drawings and pulls.

This space should be a clear  $\frac{1}{2}$  in. when the drawings are reduced to the scale required, so as to allow for saw-cut and flange.

## MARKETS IN EASTERN EUROPE.

**I**NFORMATION is one of the indispensable tools in the advertising man's workshop, just as it is for the working journalist. But very few advertising men have such complete sources of information, cutting files, books and indices as the editorial men have at their disposal.

This is, perhaps, one reason why there has been such a run on the general information bureau which forms part of the activities of the London office of Rudolf Mosse at 125, Strand. This branch of the famous Berlin firm of publishers and advertising agents was opened primarily to foster the development of British trade with Central and Eastern Europe, and for that purpose it is equipped with a remarkable reference library on the trade activities of Germany, Czechoslovakia, Jugo-Slavia, Esthonia, Lithuania, Poland and the Balkans.

The office is completely fitted for the work of market research in Eastern Europe, and the large number of branches of the firm in that part of the world make it possible to resolve the most remote problems within the course of a few days, by personal inquiry.

The advertising agency side of the business is prepared to provide within twenty-four hours a full estimate of the cost of a campaign by a British advertiser in any part of the continent, where it is desired to stimulate the sale of British goods.



Mr. A. G. Wright

# Two Boom Numbers of **MODERN WEEKLY**

**T**HESE two boom issues will be dated October 16 and October 23, and will each contain an attractive **FREE PATTERN**. A large scheme of Publicity has been arranged including prominent spaces in the National and Provincial Dailies, supported by Posters and a Leaflet distribution.

The average circulation of **MODERN WEEKLY** from the first number to the issue for August 14th was over 200,000 copies weekly, and it is anticipated that the sales of these two boom numbers will exceed

**250,000** copies weekly

**MODERN WEEKLY** has become a first favourite with up-to-date women, whose primary interests are Dress, Beauty and Home. These two Free Pattern issues will hold a particular attraction for them.

The increased circulation which will result from this boom offers advertisers an unusual opportunity for testing **MODERN WEEKLY** at the ordinary rate of

**£35** per page

Only a limited number of pages can be used for advertising, and early booking is advisable in order that good positions may be arranged.

**CHAS. E. MANDER**

Advertisement Manager

The Amalgamated Press (1922) Ltd.

The Fleetway House, Farringdon Street, London, E.C.4.

FIRST FREE PATTERN ISSUE  
dated **OCTOBER 16th**  
(Press Day **SEPT. 17th.**)

SECOND FREE PATTERN ISSUE  
dated **OCTOBER 23rd**  
(Press Day **SEPT. 24th.**)

*Book  
Space  
NOW*



# Ad. News in Brief

A Compliment from Abroad—News of the Product in an Advertisement—  
Norwich's New Information Bureau—Exide "Week"—  
New London Offices

Mr. A. J. Gottschalk who has given 47½ years' service to newspapers with W. H. Smith and Sons, Ltd., is retiring on September 20.

## Change of Address

O.P. Display—the special branch of Messrs. Osborne-Peacock Co., Ltd., has recently moved from Berwick Street, to more commodious premises at 5, Baldwins Place, E.C.1. This step became necessary owing to the rapid growth of this comparatively new department which is devoted exclusively to the design and construction of Window and Exhibition Displays.

## Death of Mr. R. W. Chaplain

We regret to announce the death of Mr. Ralph W. Chaplain, the husband of Miss Parker, advertisement manager of *Pitman's Journal*. Mr. Chaplain was for sixteen years a representative of John Dickinson & Co., Ltd.

## A Signed Advertisement

The full page advertisement of Ever-Ready Bottle Gum in the *Daily Express* this week bore the full name and address of the agent who designed and prepared the page.

## Mr. R. Harman's Wedding

At the Congregational Church, Aylesbury, last Thursday, the marriage took place of Mr. Richard Harman, Advertising Manager, and Editor of *Display*, and Miss Winifred Hunt, youngest daughter of Mr. G. T. Hunt, Managing Director, Hunt, Barnard and Co., Ltd., the well-known printers of Aylesbury.

## Advertising the News

An interesting feature of the six consecutive pages of Preservene Soap in the *Daily News* this week has been the attention drawn in the copy to a newly-discovered chemical fact about the soap which has not yet been incorporated in the instructions on the wrapper how to use the soap.

## French Firm Uses British Art

The Bree-Pearson Studio (Leicester) have produced two high-class showcards for Arnaud and Co., the French perfumers. This is a noteworthy tribute to British display artists and the work that has been produced is of excellent quality.

## Rate Cards Wanted

Wright Display Service require rate cards of all publications.

## Engraving Prize for British Artist

The Faculty of Engraving of the British School at Rome have awarded the Grand Prix de Rome in Engraving for 1926, to Mr. E. Bouverie Hoyton, a member of The Bassett Gray Studio.

## Comforting News

The Scholl Manufacturing Co., Ltd., issue each month a journal called *Foot Comfort News*. The August number announces to dealers a "Dr. Scholl's Foot Comfort Week," from August 7-14, in which prizes are offered to assistants who make the largest sales.

## TALKED OF THIS WEEK



The sequel to the Southern Railway poster reproduced in the WEEKLY on July 23. This new poster was designed and produced by the Carlton Studio

## A Cable from Mr. Cobham

Mr. Alan Cobham, who was recently made an honorary member of the Aldwych Club, cabled last week from Melbourne, the following message:—"Please convey to members of Aldwych Club my sincere appreciation of honour conferred upon me. Hope to be amongst them again next month." Cobham, now on his return by air from Australia, will most likely be entertained by the club when he reaches London.

## New London Office

Morison's Advertising Agency (Hull), Ltd., have opened London offices in Bouverie House, Fleet Street. Telephone, Central 7258. Mr. Ernest Morison, Managing Director, will be in charge.

## "Exide Week" Scheme

Much additional national advertising has been arranged in connection with "Exide Week," which will be held from September 20 to 25. Considerable supplies of posters, showcards, strips and stickers have been prepared also, and there will be a window display competition for firms and dressers.

## Branded Goods Ballot

Among the attractions of Warrington Civic and Shopping Week in October, will be a £200 Popular Brand Ballot, for National Advertised British Goods. Ernest Light and Company, Advertising Agents, have the scheme in hand.

## The "Big Six" Book

Brigadier-General Campbell asks the WEEKLY to express his regret that, in consequence of the very large number of applications made to him for copies of "The Value of Colour in Advertising" (reviewed in our last issue) he is quite unable to accommodate all applicants.

## Fresh and Attractive

Two-colour line and half-tone and photo-gravure have all been used by Shell Mex in a new booklet, "A Guide to Better Lubrication," which they have just issued. The pages are artistically laid out, and the result is something fresh in oil publicity.

## An Old City Up-to-date

Norwich Publicity Committee have produced a new guide to the city in abridged form, and have also arranged that information about the city, whether of interest to tourists or of a commercial nature, may be obtained at a new information bureau.

## Sir Henry Thornton

The engagement is announced of Sir Henry Thornton, President of the Canadian National Railways, and Miss Martha Watriss, of New York. The marriage will take place in September.

## Showcards on Silk

Colour reproduction on cardboard, wood, glass, paper and fabrics is possible with a process called the "Selectasine" silk stencil. The process has been used for some time past in the United States, and has now been introduced in this country.

## Prosperity Magnet

The aim of the Oxford Floral Festival recently was to advertise Oxford, and in the programme Mrs. S. G. Hunt, chairman of the Oxford Publicity Club, says: "The oft-raised contention that Oxford is so well known that it needs no advertising may be dismissed with the rejoinder that Oxford has become well-known through advertising in one form or another. The power of attraction will always need a re-magnetising of the magnet, and advertising is that re-magnetising force."

## A Strike Memento

A very interesting book has been published recently, under the title of "The Yorkshire Post and the General Strike." It consists of 42 pages on art paper, and it tells the full story, in text, photograph and humorous cartoon, of how the *Yorkshire Post* continued publication during the period of the recent crisis. It provides very interesting reading, and gives a clear summary of the events of the strike periods as it affected newspapers.

## Artificial Silk Exhibition

The *Draper's Organiser* is to hold its second Exhibition of British Artificial Silk Goods at Holland Park Hall, from April 4 to 9, 1927.



# ADVERTISING DISPLAY



**D**URING the next three months a series of pages will appear in "The Advertiser's Weekly" interesting to every advertiser and every member of the advertising profession.

Each page will be prepared by one of the leading advertising agencies, and will demonstrate their methods of expressing the value as an advertising medium of "THE FARMER & STOCKBREEDER," with its weekly net sale of over a hundred thousand copies, amongst well-to-do homes in every corner of the land, from the Scillies to the Orkneys.

*The first of the series will appear in next week's issue.*

MACDONALD & MARTIN, LTD.,  
Lennox House, Norfolk Street,  
Strand, London,  
W.C.2.

Telegrams:  
"Farmerism, Estrand, London"  
(2 words).

Telephone:  
Central 7982  
(2 lines).

# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Popular Songs in Copy

SIR,—With reference to paragraph on page 272 of ADVERTISER'S WEEKLY, August 27, concerning the use of part of a popular song in an advertisement, we enclose a copy of an advertisement which we prepared and issued for the Standard Motor Co., Ltd., in 1928.

"There is no new thing under the sun."

Godbolds, Limited,  
J. W. MOLONY,  
Director.

*The example which Mr. Molony sends was reproduced in the WEEKLY at the time. It differs from the new use of the idea in that only the music is reproduced and the words are not linked up with the advertisement copy as they are in the State Express 383 advertisement.—Ed., AD. WEEKLY.*

## L.C.C. Lectures

SIR,—With reference to your note in the current issue of the WEEKLY on my forthcoming lectures, will you allow me to point out that there will be at the Marylebone Institute the usual first-year, one-hour Advertising Class on Tuesdays, as well as the new Advanced two-hour class on Thursdays.

This is an important point, as some to whom the advanced class might not appeal, may be interested in the Tuesday evening class.

CHAS. C. KNIGHTS.

## Poems or "Pomes" ?

SIR,—I see that a number of advertisers are now using verse in their advertisements. I have written a great deal of light verse that has been published in various magazines and I should like to get into touch with the agents of someone who wants really good light lyrics as advertising copy.

Frankly, I do not think any of the work that has appeared is of the slightest value, but that may be my personal jealousy of the men who have sold the stuff. Light verse is not dashed off as easily as it seems to be when one reads it, and the possession of a rhyming dictionary is not the only qualification of a poet.

PARNASSUS.

*This subject is dealt with in one of our leader notes this week.—Ed. ADVERTISER'S WEEKLY.*

## Postmark Advertising

SIR,—We have read with interest your editorial comments on that burning question of the hour—advertising postal cancellation marks.

While appreciating the complete success of the all black or mechanically tinted envelope, we enclose a specimen envelope illustrating our own idea, which we claim accomplishes its object without the necessity of going into mourning.

It is simply an accurately-drawn imitation of an official stamping printed on the left hand side of the envelope where no possible objection can be raised under even the P.M.G.'s arbitrary powers.

It has the effect of destroying all the novelty and semi-official prestige of the paid-for propaganda, while it wins out every time in a quick glance by being readily legible, whereas the cancellation

advertisement across the adhesive stamp is often blurred and always less easily read.

We claim, therefore, that without destroying the appearance of our envelopes we have nullified the effect of alien advertising, while giving our own slogan prominence at a time when public interest is attracted to this new medium of such uncertain value.

C. J. ROSE.

Harold E. Matthews and Co.,  
Clifton, Bristol.

## Postmarks Supported

SIR,—It is a little surprising to note from the current WEEKLY that no letter has been received supporting the postmark ad. scheme, and that so much opposition has been directed towards it.

The principal objections seem to be:—Firstly, the undesirability of a letter carrying a competitor's announcement; secondly, the lack of dignity; and, thirdly, the poor value of the postmark as a medium.

To deal with the first, there are easy means of overcoming the difficulty to a large extent so far as national advertisers are concerned. All the dies at one post office could be rented or an arrangement entered into whereby a competitor could not use the dies at that office where it would be for the manufacturer to see that all his correspondence was posted.

Newspapers are mainly supported by the advertisements they carry, and if the "competitor argument" is to be claimed, it would be equally reasonable for a morning daily front page advertiser to decline the space on the ground that he would be paying perhaps £500-£600 to an issue which would carry competitors' announcements on other pages. This spirit does not exist with newspaper advertising; why should it with any other form of publicity?

We have it emphasised that it is imperative for the furtherance of British interests and the benefit of the country that trade should be stimulated by every legitimate means, and if the necessity is as great as portrayed—and there is no doubt it is—let us "pocket our pride" over such a small matter as an envelope, and go ahead even if we drop the "undignified" method when we can afford to do so.

Thirdly, if the scheme is of so little value to advertisers, why worry about it being taken up—let the Economy Act remain as it is, existent but ineffective. Personally, I think there seems too much fear that some traders will steal a march on their competitors.

There is no doubt that the medium is useless to many concerns, but for railway companies, multiple shops and products with a national sale, a great deal of benefit can be derived from postmark ads.

It seems that advertising men have not given the matter all the consideration that is justly due to it. There is no doubt that the newspaper reports and controversy will ensure considerable public attention to the first announcements when they appear in the near future.

H. J. GREGORY.

Willfield Way, N.W.

## Protecting the Profession

SIR,—If the scheme to use date stamps on envelopes for advertising purposes has done nothing else, it has at least definitely proved the absolute necessity of some organisation which will, at one and the same time, look after the interests of the advertiser, the advertising agent and the Press.

This, I believe, has been endeavoured by some of the older leading lights in advertising for nearly twenty years, but notwithstanding, I think the time has arrived for further action. I mention this because I have no desire that I should appear to claim to put before you a new idea, but what will follow may outline an old suggestion in a newer form.

It is, in my opinion, a calamity that the recognised advertising agents have no definite organisation to which it should be imperative that an agent should belong, if he is to be recognised; in the same way that it would be futile for any man, no matter how well qualified, to practise engineering unless he was a member of either the Institution of Civil, Mechanical or Electrical Engineers.

If our profession had, if you like, an Institution of Advertising Agents, even if they had no member in the House of Commons, they could at least have a representative in the Lobby, whose duty it would be to examine all Bills with a view to ascertaining if there was any clause which definitely affected advertising in any way whatever, and then, should the necessity arise, be able to get questions raised in the House or send a deputation representing the advertising agents in Great Britain to the Minister in charge of such a Bill. As it is at the moment, there is no organisation which can go to any Minister of the Crown and state truthfully that it speaks on behalf of all the agents in the country.

The Society of West End Theatre Managers protect their interests in this manner.

If an Institution could be formed which would only allow, in the first instance, partners or directors of recognised agencies to be full members; allowing departmental members to be associate members, advertisers to be associates, and the coming generation of advertising men and women to be students, the latter only to be admitted on examination.

Apart from the great material benefit that such an Institution would be to the advertising profession, it would do more to get it recognised as such than anything else that could be done. Also, it should be permitted for the protection of advertisers that every class of member should be allowed, as in the case of big engineering institutions, to put certain letters after their names, so that advertisers would then know whether they were dealing with competent men and women or not.

I should just like you to think it over.

Westminster Advertising Service, Ltd.

EDGCUMBE BRIGHTEN,

Joint Managing Director.

[Mr. Edgumbe Brighten appears to overlook the existence of the Advertising Association, the Incorporated Society of British Advertisers and the Association of British Advertising Agents, all of which have power to do the things he suggests. Membership of these bodies is not, however, compulsory.—[EDITOR, ADVERTISER'S WEEKLY.]

**MAKERS  
ED AD-  
IN THE  
TION**

**ER 19TH**

**YOU** are earnestly requested not to miss suggestions numbered 5, 6, 7 and 8. The other suggestions however, are equally useful, and they may cause you to view the Sunday Chronicle Concrete House Competition from a new angle.

## **WE RESPECTFULLY SUGGEST**

- 1** that Advertisers of all goods and materials relating to the home will find in the Sunday Chronicle Concrete House Competition a great influence for more sales.
- 2** that this Competition will win for advertisements a close scrutiny by more than a million potential buyers of furnishing products.
- 3** that the first steps in selling are accomplished by the Sunday Chronicle because it will "win attention" and "arouse interest" on the part of potential buyers in the merchandise advertised.
- 4** that a speed-up in sales will be the natural sequence to the advertiser's effort to "create desire" in Sunday Chronicle readers.
- 5** that this Competition affords advertisers an opportunity for presenting detailed advertisements which will be studied.
- 6** that numerous illustrations of designs may be used with advantage.
- 7** that this Competition will make advertising 100% effective.
- 8** that minutely detailed advertisements (built on the catalogue plan) will be the most resultful.
- 9** that many competitors will be beguiled into purchases that would not be made in the ordinary way.
- 10** that it will be as well to book space now for the issues of the Sunday Chronicle commencing with that of October 3.
- 11** that space in the Sunday Chronicle will be worth considerably more than the £5 per single column inch now charged.
- 12** that if you have not yet had full details of this advertising competition you should apply at once for information either to

**TALLIS HOUSE, TALLIS  
STREET, LONDON, E.C.4  
or to WITHY GROVE,  
MANCHESTER**



# Publication Notes and News

## An Old-World Model

A page from Pepys' Diary, complete with explanatory footnotes, was the model for an advertisement of the New Era Service Flats at St. Ermin's, Westminster, which appeared in the *Morning Post* last Saturday.

## 19,000 Inquiries

*John Bull's* front page query in the WEEKLY recently "What is the most valuable advertising space?" has been answered in a folder showing how a page in *John Bull* pulled 19,000 enquiries. The *John Bull* Christmas Annual closes on October 5, and will be on sale November 5.

## Where They Save to Spend

The *Oldham Chronicle*, which makes a feature of advertising "Industrial Oldham," points out that the savings in that town among the various annual Wakes Clubs this year amount to approximately £250,000.

## Printing House Square

In the September issue of *English Life* is an article on Printing House Square which will be of interest to all readers of the WEEKLY, and another on Capital and Labour by Mr. Bertram Austin and Mr. A. Francis Lloyd, the two young English engineers whose recent visit to America was recorded in their book "The Secret of High Wages."

## Fifty Years of Printing

Messrs. Cooper and Budd's admirable little house organ the *Peck-a-mile*, in its new issue discusses the question, "Can there be too much advertising?" The issue is also devoted to recording some of the features of the firm's history in the past fifty years, since Cooper and Budd this year attain their jubilee.

## Reduced Yet Increased

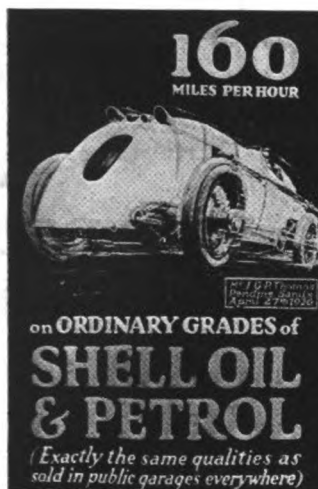
The October issue of the *Sunday At Home* will be the first number edited by Mr. Kennedy Williamson. Its size will be reduced to 9½ in. by 6½ in., and the number of pages increased to 96. It will also have a coloured picture cover each month.

## Fishing Paper's Birthday

The *Angler's News* was first issued on September 1, 1900, consequently Wednesday last was its 26th birthday.

## Motor Show Portents

The fact that motor agents are keen on disposing of second-hand cars before taking new Olympia models into stock, was the basis of a special page appearing in the *Sheffield Telegraph* last week-end, which included many attractive opportunities for the would-be motorist.



The new Shell poster produced in four days by J. Weiner, Ltd.

## Training for Wimbledon

The scheme for tennis tuition which the *Yorkshire Telegraph and Star* has made available for private and park clubs in Sheffield and district, without cost to the clubs, has been a great success. There has been a phenomenal demand for the services of Major E. A. Greig, the *Star's* coach.

## Aviation in America

The *Aero Field* has been chosen as the only non-American aviation journal to be distributed from the New York Exhibition in October. The special issue goes to press on September 11.

## Holidays Ending

A special feature was made in the *Nottingham Guardian* on Wednesday of "Back to School" advertising.

## The Dunlop Book

Lord Montague of Beaulieu has written the preface to "The Dunlop Book" which has just been published for the Dunlop Rubber Co., Ltd., by Ed. J. Burrow & Co., Ltd. The book is an extraordinarily complete guide to the British Isles for motorists, very handsomely produced, and it carries more than 50 pages of motoring advertisements.

## Sweet News

A new confectionery monthly, the *Scottish Confectioner*, has been launched and is receiving support from prominent national advertisers in the line.

## "Eve" at Christmas

A striking decorative cover will be seen on the Christmas Number of *Eve*, for which the press days are: coloured advertisements October 15, black and white advertisements October 30.

## Parlez Vous ?

There are bright thoughts and philosophical ideas scattered in a pleasant type throughout the pages of the *Alfred Pemberton Magazine*, the new issue of which has just been published. And there are some highly controversial notes on the uselessness of knowing a foreign language. In our opinion no advertising man will find the knowledge of a foreign tongue valueless.

## The "Sphere's" New Editor

Mr. J. Heitner has been appointed to the editorship of the *Sphere*, rendered vacant by the recent retirement of Mr. Clement Shorter, and Mr. P. Home has been appointed Art Editor. Both have been connected with the editorial conduct of the *Sphere* for a number of years.

## "Modern Weekly" Rush

*Modern Weekly*, the latest publishing success of the Amalgamated Press, will be the subject of special advertising in October. In both the October 16 and 23 issues a Free Pattern is being presented, and a considerable amount of publicity in the form of Press and poster advertising, and so on, is being prepared for booming them. Mr. Chas. E. Mander reports that booking has already been heavy.

## Showbills for "Gaiety"

*Gaiety Magazine*, in order to hold its own in the strenuous summer sales campaign has made liberal use of showy double-crown bills about the railway stations.

## Eastward Bound

Mr. R. H. Willis, of the *Calcutta Statesman*, was entertained to a farewell luncheon by a number of Fleet Street friends last week. He is leaving England for the East to take up an appointment with Carreras, Ltd., His centre of operations will be Colombo.

## The "Herald" Editor

Mr. William Mellor took over the editorial charge of the *Daily Herald* on Wednesday in succession to Mr. Hamilton Fyfe. The *Herald* that morning contained a message of farewell to Mr. Fyfe from the directors and the finance committee of the Trades Union Congress.

## Regent Club

The annual general meeting of the Regent Club takes place at the Caxton Hall, on Wednesday, September 22. Plans for 17 meetings during the winter session are in hand, and six visits to important industrial and business centres



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**



*With which are incorporated*  
**The Woman's Supplement,  
The Gentlewoman,  
and Modern Life.**

Telegraphic Address :  
"EVE," TATLER, LONDON.

Telephone: CENTRAL 7511.  
(9 Lines.)

All communications to  
be addressed to "The  
Advertisement Manager."

*Paris Office :*  
13-15, RUE TAITBOUT,  
PARIS.



Advertisement Department,

GREAT NEW STREET,

FETTER LANE, E.C.4.

Dear Sir,

"EVE," the most popular and up-to-date ladies' paper, having absorbed the "Gentlewoman" has automatically increased its circulation by a good many thousand copies per week.

This fact is of great interest to you because a moment's thought will show you that advertising in "EVE" has now become much cheaper than in the past. You get the increased circulation of the "Gentlewoman" added to "EVE" though the rates for "EVE" have not been increased.

Should you have anything to sell to the well-to-do woman you cannot employ a better or less expensive method of doing so than by using the advertising pages of "EVE."

Any further particulars you require regarding this paper will very gladly be furnished by

Yours faithfully,

*L. A. L. Maltby.*

Advertisement Manager.

# Make your Posters work Full Time!

Whether your posters work full time or not depends upon the positions they occupy and the amount of care and frequency with which they are inspected after they are posted.

No need to harp on the value of the poster as a salesman—you know all about that. The thing is to get the best out of it. And that depends on the posting service.

Let us place your posters for you, so that each one may show a creditable "time sheet." Write or 'phone us—we're here at your service all day and every day, *working full time.*

## OUTDOOR PUBLICITY LIMITED

*Managing Director,*  
ERNEST LEICESTER,

**Faraday House,  
8, Charing Cross Road, W.C.2.**

*Telephone:*

GERRARD 8518-9.

*Telegrams:*

"BYLPOSTA, LONDON."

# Good Ideas for Advertisers

*An Idea May Sometimes Mean Hundreds of Pounds to You in Your Business. Those Given Below perhaps Contain Just the Hint for which You have been Looking*

Competitions always bring about contact with the head office, but how are they to be tied up with the local distribution? One way is this. A series of questions have to be answered in the competition. All but one of the questions figure in the national advertising. The missing one is supplied through local retailers. It is given out on a printed form, similar in lay-out to the national advertising coupon. Those who want to compete go to the retailer to get it, and the majority of them buy the product at the same time. It may be only a tentative purchase to cover the request for the question, but it is a purchase and not a free sample and has consequently more psychological weight.

F. E. R.

### Reducing Labour

A dairy company which is also a vendor of cheeses has produced an order form which involves the minimum of labour for the consumer. The order is not only printed with the exact quantity indicated, but there is no need for the customer to "sign on the dotted line." At the top of the form is printed this notice, "Tear out this note and leave it with your milk bottles." The text of the order is "To—Milkman. I am putting out 8d. Leave me a jar of — Cream Cheese."

### House Organ in a Wire

Probably the world's briefest house organ is the new series of bulletins issued under the title of *Linograms*, by the Dominion Oilcloth and Linoleum Co., Ltd., Montreal. This new "Linogram" is planned in the form of a telegram and is mailed out to dealers in telegraph envelopes. Its message is terse and to the point, a departure that will be welcomed by busy dealers who have not the time to wade through a massive broadside or booklet in their effort to extract the information that really concerns them.

The message, which is printed, as is the case with an actual telegram, in all-caps typewriter type draws sharp attention to new and seasonable lines; suggests seasonable markets and gives timely information as to packages, sizes and prices.

The back of the "Linogram" further simulates the telegram by showing a neatly displayed list of products with selling hints on each and a paragraph reviewing the Dominion Oilcloth and Linoleum Company's free dealer help service.

It will be issued at irregular intervals, as the requirements of the trade dictate.

*Marketing.*

### A Neighbourly Act

A firm of motor-car dealers having successfully made a sale to a man knows that he is not a prospect for another year or two. But he is made a sales asset all the same. Soon after the car has been delivered to the buyer the dealer writes a letter to his neighbours telling them that Mr. X has bought a Y car. (They have probably noticed it already from the front windows.) Then the letter adds that if the neighbour is thinking of buying a car a talk with Mr. X would be worth while. When they learn what he thinks of the car then our ideas of what

they would like to buy may take more definite form.—*Printer's Ink.*

### Capitalising a Closing

A woman confectioner in Surbiton who decided to close her establishment while she took her holiday was not content to put a scribbled notice on the door. She put in a special window trim, with a cut-out cardboard train, and cut-out figures of people bound for holidays, interspersed with some of the doll containers in which she sold sweets and other appropriate items from the stock. The announcement of the closing was done in bold hand lettering of a pleasant character in tones to match the colour scheme of the window and was displayed prominently behind the train.

### The Picnic Market

Motoring, whether for an afternoon's ride or a week's outing, takes the people outdoors. Humorists and the comic sheets have repeatedly portrayed the perplexities of the family in trying to find, as they drive along at thirty-five miles, a spot suitable for their picnic lunch. This problem is, however, fast being solved by wayside merchants who are bordering main highways with invitations of "Free picnic tables," "Enjoy your lunch under our maple trees" or "Shade trees, good water and tables one-half mile ahead."

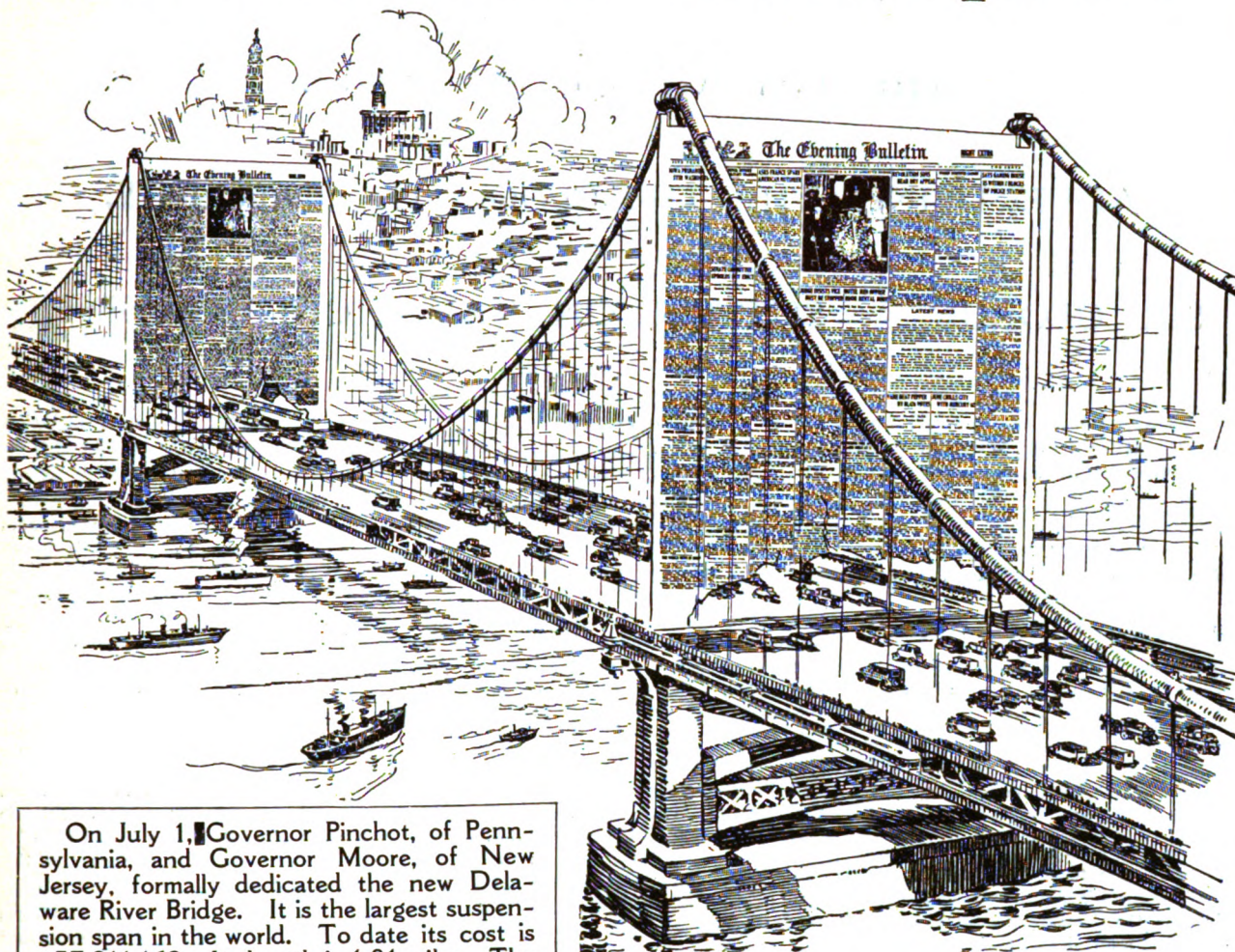
The highway commissions, too, have used their funds to the same end. New York, as one example, but as only one, has dotted its thoroughfares and the back-country roads with open fireplaces of stone and cement, each equipped with permanent supports for kettle and skillet. To add to the inviting nature of these spots, a pile of fresh wood stands close to the fire place, and, not too far away to escape the passer-by's eye, may be glimpsed a faucet with running water, and an incinerator for refuse. Rare, indeed, is a grouping of these facilities near which some enterprising citizen has failed to open up a filling station with side-line supplies of food, beverages and motoring necessities.

### Well Argued

The Editor of the *Spectator* in a note appended to a letter from a correspondent condemning advertising said:—"Most of us entertain at times the amiable illusion that we are independent of advertisements. We suspect, however, that when our correspondent relies on the advice of his friends he is generally relying on advertisement at one remove. No doubt bad things (such as quack medicines) undeservedly prosper through advertisement, but that does not alter the economic fact that good things, and the best things in most trades, have required the aid of advertisement. Large sales, which can be obtained only through advertisement, mean cheap production. In a properly managed competitive business the cost of advertisement is more than balanced in favour of the consumer by the cheapening of the article. The cases of the tailor and the bootmaker (as also of the hat-maker) are peculiar, but they tell, on the whole, we think, against our correspondent's argument."



# How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and Governor Moore, of New Jersey, formally dedicated the new Delaware River Bridge. It is the largest suspension span in the world. To date its cost is \$37,211,169. Its length is 1.81 miles. The main span measures 1,750 feet and is 135 feet above the mean level of high-water.

## The Evening Bulletin is the Main Support of the Bridge Between the British Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U.S. Census figures give 5.4 persons to a family in this market, America's foremost market for British Made goods.

Divide the population by 5.4 and the result will show you how completely this one newspaper covers this field.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

**533,169** copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

"In Philadelphia nearly everybody reads The Bulletin"

New York—247, Park Ave. (Park-Lexington Building).  
Chicago—Veree & Conklin, Inc., 28, East Jackson Boulevard.  
(Copyright 1926—Bulletin Company)

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321, Lafayette Boulevard.  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681, Market St.



# THE AMALGAMATED PRESS (1922) LIMITED.

## THE LIFE OF QUEEN MARY.

### ADVERTISING THE LIFE-BLOOD OF INDUSTRY.

#### SIR GEORGE A. SUTTON ON TAXATION BURDENS.

The ordinary general meeting of the Amalgamated Press (1922) Ltd., was held yesterday at the Memorial Hall, Farringdon Street, London, Sir George A. Sutton, Bart. (the Chairman), presiding.

The Secretary (Mr. J. R. Sumpter, A.C.I.S.) having read the notice convening the meeting and the auditors' report,

The Chairman said :

Gentlemen, I assume the Report and Accounts will, as usual, be taken as read.

We meet to-day under the shadow of the gravest industrial depression this country has experienced for generations, with unemployment returns higher than ever, and businesses closing down daily.

The Report which we have the pleasure to place before you to-day includes the period of the General Strike, during which period the business of the Company was at a complete standstill for a fortnight. Owing, however, to efficient organisation and hard work, it was possible to make up for one of the lost weeks. Otherwise, the effect on the business would have been more serious.

The Report does not, of course, reflect in any way the calamitous Coal Strike, which has continued ever since the General Strike. The damage already inflicted we can partly estimate, but who can foretell the ultimate evil consequences upon our national trade of an industrial upheaval of this nature? Never in the history of this business have we had to face conditions so adverse as those of the last four months. These conditions are known to you all. Take the Coal Strike alone. It is obvious that with over a million miners out of work in districts where our publications usually have huge sales, the loss in revenue to us must be considerable. The miners are great readers; they buy educational publications on a considerable scale, and I am pleased to testify that we seldom make bad debts among them. So we have a special reason for hoping that they will all soon be back at work again.

Having in mind, then, the adverse conditions mentioned, there is reason for satisfaction with the Report we are able to place before you.

The profits, as you will have seen, amount to £542,238 18s. 10d.

#### INVESTMENTS.

First a word as to your investments, which I dealt with last year. Owing to the Company's large paper requirements your Directors keep in close touch with the paper-making industry. Leading authorities in this industry view with concern the depletion of the world's pulpwood reserves brought about by the present huge demand for newsprint and the large increase in the production of artificial silk. On this account a paper-making undertaking that owns large timber limits from which to draw its pulpwood seemed to your Directors to offer a promising field for investment.

We, therefore, subscribed for 10,000 seven per cent. Preference shares of \$100 each in the Anglo-Canadian Pulp and Paper Mills, Ltd., a new Company formed with Lord Rothermere as its President. Ten dollars per share have been paid up and the balance of \$90.00 per share is payable by instalments during 1927. The Company has ample funds to provide for these payments. In consideration of subscribing for these Preference shares we shall receive a bonus of 4,000 Ordinary shares.

The Anglo-Canadian Pulp and Paper Co. has acquired vast timber limits on the north shore of the St. Lawrence River. These limits cover an area of approximately 2,237 square miles, and the quantity of pulpwood on them is estimated to be sufficient to produce five million tons of paper, which is equivalent to forty-five years' production of the proposed paper mill.

The Preference shares will give a satisfactory yield and the holding of the Ordinary shares will ensure that we participate in the prosperity of the new Company.

#### NEW PUBLICATIONS.

Despite the troubles to which I have referred, there are several noteworthy points in connection with the year's work that illustrate the marvellous vitality of our great organisation.

We have launched many new publications—notably "Music Masterpieces," a superb work issued in conjunction with Mr. William Allen, Chairman of the well-known firm of music publishers, Messrs. Ascherberg, Hopwood and Crew, Ltd. This publication is one of our biggest successes, despite the fact that at a critical stage it had to encounter the set-back of the General Strike.

We have produced also three high-class literary and pictorial works in "The World's Great Books," "The Children's Colour Book of Lands and Peoples," and "Wonderful London."

The circulations of many of your older publications are in excess of last year's figures. Our old friend "Answers," now in its thirty-ninth year, still maintains its position as the leader of popular periodicals, and registers a very gratifying increase of circulation on the same period last year.

The Editor of "Answers," always on the look-out for novel features, has just completed arrangements with Mr. Edgar Wallace, author of that strikingly successful play "The Ringer," to tell the story of the play in serial form. "The Ringer" begins in "Answers" early in October and advertisers may be certain of a largely increased circulation on account of this unique fiction feature.

There has also been very considerable expansion in your magazines and periodicals that sell to women. "Home Chat" has reached a higher figure, in company with "Home Companion" and "Woman's Pictorial." "Woman's Weekly" continues to add to its already vast assembly of readers, and has now the largest circulation of any woman's magazine or periodical published in this country.

Your fashion papers, too, show considerable improvement; all are higher in circulation than last year, particularly "Mab's Fashions," which is now unquestionably the leading fashion journal. And we have added "Mab's Children's Fashions" and "Modern Weekly" to our already long list of publications that cater for the feminine market.

These facts are very satisfactory—particularly to advertisers—as showing the enormous hold our publications have in the country, and they are especially satisfactory having regard to the buffeting they have had to face the last few months.

#### LIFE OF THE QUEEN.

Another interesting item is the fact that we have purchased the Life Story of the Queen. It gives me very great pleasure to announce that we have secured a contribution of world-wide interest—"The Life-Story of Queen Mary," by Kathleen Woodward. The authoress was given special facilities for obtaining the material which gives this intimate study of

*Company Meeting—continued.*

peculiar distinction and importance as an authentic record of the remarkable woman who has shared the highest responsibilities of the State through this most sensational era. We claim, with justifiable pride, that we are presenting an unique and historical document. We have decided to publish this work in serial form in "Woman's Pictorial" this autumn. Unquestionably it will greatly enhance the prestige and popularity of this valuable property.

**MR. RUDYARD KIPLING'S NEW STORIES.**

Again, the Editor of the "London" Magazine has secured at great expense Mr. Rudyard Kipling's new short stories. This is a literary event of the first importance, and further evidence of our unabated editorial alertness.

**ADVERTISING THE LIFE-BLOOD OF INDUSTRY.**

I have now to draw your attention to what constitutes, I think, a very noteworthy and gratifying achievement. Once again, despite the adverse conditions to which I have already referred, the revenue from advertisements in your publications has beaten all previous records. This fact speaks for itself. There is no more striking testimony to the very high esteem in which your magazines and periodicals are held by advertisers and their agents. Taken together, the Amalgamated Press publications constitute a selling organisation—a stupendous publicity machine—unrivalled, I believe, in the whole world. Their "hold" upon all classes of the public in all parts of the country is now unshakable, and the ever-increasing demand for advertisement space is but the natural outcome of the wide and profitable business which they have brought—and will continue to bring—to the great advertisers of this country.

Though every year the advertising horizon expands, we have, I believe, done little more yet than touch the fringe of possibilities; for realisation grows steadily among manufacturers and commercial firms that advertising is the very life-blood of industrial prosperity. In the wide expansion of advertising which must yet come about, it is quite certain that a great group of publications such as yours, penetrating into every hamlet of the kingdom, and, deeply rooted in the affections of readers, is destined to play an ever larger part.

**NEW DIRECTORS.**

During the year we have elected two new Directors to the Board—Mr. A. R. Linforth and Mr. S. J. Brown.

Mr. A. R. Linforth has been in the service of the Firm for some twenty-five years, and has thoroughly earned his directorship, and if he is anything like as successful in the conduct of the affairs of this Company as his brother, my Colleague the Vice-Chairman, the Company can congratulate itself on an acquisition to the Board. (Hear, hear.)

The other Director, though he has not been in the service of the firm for many years, has shown great qualification for the post, and his election is a testimony to the fact that the Board is always ready to recognise merit, even aside from length of service.

**TIMBER LIMITS AND PAPER MILLS.**

It is well to point out again that this Company does not derive all its profits from the

sale of periodicals and magazines. It is the only periodical business in this country that is self-contained, in that it controls its own Timber Limits in Canada, its own Paper Mills, and has also its share interest in the largest Printing Ink Works in this country, in addition to our vast Printing and Publishing Factories. These advantages place us in a fortunate and unique position.

As you know, the Imperial Paper Mills, in which you own the controlling interest, are the second largest Mills in the country.

**AUTUMN ACTIVITIES.**

And now, with regard to our activities for the autumn, I must not be too definite. We had prepared an ambitious programme, but it would be futile to risk the flotation of many new ideas on an impoverished market, since a concern of this kind is naturally wrapped up with the prosperity of the country. The conditions prevailing to-day—with the country strewn with the wreckage of industrial business—plus the ever-increasing burden of heavy taxation, which at present shows no sign of diminishing, all result in scarcity of money.

**TAXATION BURDENS.**

If, as I see it is suggested, there is to be still more taxation, the effect upon businesses already staggering under the burden of taxation and continual strikes must obviously be of a serious nature. There is to be considered in addition the killing of initiative and enterprise and the flight of capital to other countries.

It would be difficult, therefore, and foolish to make any sort of promise in regard to the future. Shareholders know as much about the situation and the difficulties we have to face as the Directors do, but when we get to the end of these disastrous strikes the country should be in for a period of considerable prosperity, and if, as I believe, new ideas and initiative count more than ever to-day, the shareholders can rely upon the Board taking every opportunity of developing the business on ambitious, up-to-date and comprehensive lines.

I move:—"That the report of the directors produced, together with the annexed statement of the company's accounts at the 30th June, 1926, be received, approved and adopted, and that a final dividend for the year of 2s. per share, less income tax at 4s. in the £, be now declared upon the Ordinary shares."

I will ask Mr. A. E. Linforth (Vice-Chairman) to second the resolution.

Mr. Arthur E. Linforth (Vice-Chairman): Gentlemen, I beg to second the resolution.

The Chairman: Have shareholders any questions to ask?

Mr. J. W. Cooper: Mr. Chairman, I should just like to ask what was the market value on 30th June, of the investments at cost, which appear in the balance sheet at £1,422,114, and also the approximate amount of dividends on them. After perusing the balance sheet and hearing your interesting speech, I think it will be the unanimous opinion of the shareholders that the board, as well as the Secretary and staff, have well merited their sincere thanks and congratulations on the splendid results as disclosed in the accounts. Although the outlook is somewhat obscure, I have no doubt that while we have such a good board you will be able to withstand whatever buffetings the abnormally adverse conditions may give us

and still come up smiling. I have no doubt that the year we have now entered upon will be quite as satisfactory as the one now under review. (Applause).

The Chairman: In reply to the question put by Mr. Cooper I may say that the investments referred to are very largely in our subsidiary companies, and there is really no market quotation for them. They are companies controlled by the Amalgamated Press, such as Fashions for All, and the average yield from them is about 7 per cent. I should mention that this item of investments includes £400,000 British Government Securities, at cost price, which is under the present market value.

**TRIBUTE TO CHAIRMAN AND DIRECTORS.**

Mr. William Haley: Mr. Chairman, I have no questions to ask, but one feels tempted almost to put a leading question: How have the Board achieved these excellent results, submitted in fact by the balance sheet and confirmed by your convincing speech? The answer can best be supplied by the shareholders themselves, especially some who may have more intimate contact with the actual working of the business—that such results can only be brought about by the conspicuously able management and matured experience of yourself, Sir George, your good colleague Mr. Arthur Linforth, and all your co-directors. The shareholders should have particularly good cause to be thankful that, despite almost unexampled difficulties in commerce and politics during the past year, our dividends are fully maintained, the profits are actually increased, the reserve fund has received a substantial addition, and the shareholders' interests generally have been consolidated. I feel sure, sir, that many chairmen of commercial corporations envy you your duty to-day in presenting such a report in the light of all the difficulties referred to, and we as shareholders should be lacking in common gratitude if we did not express our appreciation in no formal manner, but very sincerely. (Hear, hear.) The Amalgamated Press, Ltd., has a comparatively short but a wonderful record of success, and the best traditions of that period of unbroken success are, we know, being carefully safeguarded by the present directorate. Mr. A. R. Linforth and Mr. S. James Brown are to be heartily congratulated on their appointment as directors, and we wish them many years of enjoyment of their new dignities. You, sir, have referred to extracts from the report, of which I should like to repeat two: "It is impossible for a large manufacturing business to continue to make progress under such difficult conditions, and it is hoped that the much-needed industrial peace will not be long delayed. In the circumstances the directors consider that the balance-sheet is a very satisfactory one." I should like to be the mouthpiece of this meeting in assuring you that the shareholders heartily agree with this. We warmly congratulate you on the report, and desire to offer you, Mr. Chairman, and your colleagues every evidence of our continued confidence. (Applause).

Mr. Charles Steele: Sir George, I should like to support the remarks which have been made by the last speaker, and I content myself with doing so quite briefly, because the facts which surround us here to-day are, I am sure, sufficiently eloquent. After all, speaking as a very old shareholder in this Company, and its predecessors, I think I may say that what we have heard from the Board to-day is very little more than we expected. (Laughter and applause.)

The resolution for the adoption of the report and accounts and the payment of the dividend was unanimously carried.

On the proposition of Mr. H. Le Cren Clarke, seconded by Mr. Charles Steele, the auditors (Messrs. Turquand, Youngs and Co. and Messrs. E. Layton Bennett, Sons, and Co.) were re-appointed.

The Chairman: That, gentlemen, concludes the business of the meeting. With regard to the kind remarks of the shareholders who spoke, I can only hope that the conditions during the coming year will give the Board a better chance. (Applause.)

The proceedings then terminated.



# The Advertising that we Believe in

We believe in every kind of Advertising—for the right product. What we do not believe is that whatever sells one class of goods will not sell another class. We think

*Posters are good  
The Press is good  
Direct Circularisation  
by Post is good*

each for its own purpose. When we advise an advertiser, this purpose is what we have in mind. We have no prejudice in favour of one kind of Advertising or against another. We have a fully - equipped

*Press Advertising Dept.  
Poster Advertising Dept.  
Direct - by - Post Dept.*

There is no motive which can tend to make us prefer one method before another.

*But we have a prejudice  
against one kind  
of Advertising*

and our prejudice is so strong that this is the one kind of Advertising that we will not undertake on any terms. The Advertising that we object to is Advertising that would not benefit our client.

**Sheldons Ltd**

SERVICE ADVERTISING  
PRESS AND POSTER

**Sheldon House  
Queen Street  
LEEDS**

B C M/4 ADS

# Building Up Sales for the Pharmacist

How well-designed show material is creating more business  
for the Retail Chemist

By W. C. Strachan

**H**OW to get retail chemists to stock the countless pharmaceutical articles now on the market must continually harass the minds of firms who manufacture these products. For one thing the manufacturing chemist must not only sell the goods to the retailer. He must also assist in the greater problem of helping the pharmacist to pass them along to the public. Shelves are made to hold a retailer's stock. They are not expected to be a resting place for any advertised articles which the public may require. I was much interested to observe the really excellent show matter now being supplied to the retail pharmacist by Messrs. W. B. Cartwright, Ltd., of Rawdon, near Leeds. From comparatively small beginnings this firm has in the past few years made very rapid and consistent progress, for it is not so long ago that the firm consisted simply of the founder and one assistant. To-day their factory covers an area of 4,000 square yards and it is still extending.

They are firm believers in advertising and regularly use the newspaper and periodical Press for such well-known lines as Nupines, a winter cough tablet, Elfrida perfumes, hair creams, face powders, and Elfrida toilet series, Moorland heart-shape tablets, and Moorland aspirin tablets. A considerable amount of money is being spent in Press and general advertising, and in assisting and consolidating business.

## The Value of an Attractive "Outer"

Much of the success they have enjoyed has been due to well-designed show matter that will sell the goods. The first object, of course, is the manufacture of quality products at competitive prices, and supplying the retailer with attractive show material that will quickly move the goods from the shelves. They have realised that the chemist's window is the proprietor's own personal advertising, and it must be interesting and attractive. All classes of people pass the pharmacy, and they can be invited in through the medium of the window. From the manufacturers point of view, the only sound method of increasing his business is by increasing that of the retailers whom he supplies.

## Their own Plant

They have their own printing plant staffed by men who are skilled in the art of printing, and the work reaches a very high standard. This department produces showcards, booklets, folders and cartons, all produced with one purpose in view—to increase the sale of the retail pharmacist. Nothing gaudy or bizarre, just a good selling message that at once attracts the eye of the possible customer. The show outer has been developed to a very high degree. The designs for these are simply attractive and dignified and cannot fail in their duty of selling the goods.

One arresting outer design is for their Scotch Ginger Wine essence—purely a winter beverage—which with its colour scheme of royal blue, black, yellow and orange is very striking.

A window bill, artistic in the fullest sense depicting a foggy depressing winter's day with pedestrians muffled up to the eyes in an effort to keep out the clinging dampness of a regular "London particular" should certainly push forward the sale of Nupines. A particularly good point about this window bill is that there is not an overwhelming supply of reading matter, but a concise statement that Nupines are a pine tablet that keeps out the cold, fog and damp, and are pleasing to the palate. The striking originality of this design from the colour point of view cannot be shown to advantage in ordinary black and white. Some of the designs recently issued have attracted considerable attention. Pharmacists report that in a number of cases sales have increased from 50 per cent. to 100 per cent., gratifying to manufacturer and retailer, and which proves that the selling efforts are on sound and successful lines. The majority of these productions are created in Messrs. Cartwright's own advertising department, and their efforts make just that difference between something which just attracts, and something which goes further—and sells.

## SYSTEM AND THE "SMALLS"

**A** GREAT number of newspapers check their solicitors when they come in at night to see what they have done during the day, but very few check them out in the morning to see that all the people they want called upon are going to be called upon, says Walter W. Murdoch in an article on "Classified Advertising" in the *Fourth Estate*. When they come in at noon check them on the people they have seen, what was said, and if you feel that the ad is not going to be secured, or if the salesman is certain he can't get the copy, turn it over to another solicitor immediately. One classified manager has what he calls a checker. Each salesman going out in the morning has his list of calls checked over, his contracts, circulation statements, ads to solicit and everything put in an envelope by the checker, and his list of calls in the order in which he is to make them. As the solicitor makes each call he puts the calling time opposite the call and there is then very little chance for him to spend the morning in the billiard hall, the swimming pool or the movies, or the afternoon at the races or the ball game.

The girls are inside and can be watched more closely. Naturally the check up process is much simpler. As each girl marks down each telephone call made, the supervisor goes around every fifteen minutes or half hour and puts the time beneath the last call. Should the girl slow down and find that she is making no calls for 15 to 30 minutes, she is very much impressed by the time being shown in blue underneath the other with no sign of a telephone call and she immediately tries to make up the time lost.

Through this system the telephone staff of a large metropolitan newspaper was made to develop over twice the business with the same number of employees.

# That "G.O.M."

## A Personal Appreciation of Mr. Harry Muller

Your note in the last issue of THE WEEKLY about Mr. Harry Muller's eightieth birthday must have awakened many memories among scores of your readers. Advertising since the days nearly forty years ago when Mr. Muller started as an advertising agent has, as we all know, undergone many changes. In one respect, however, it still maintains that friendly feeling between principals and those with whom they come in contact. This fine spirit has to my knowledge always been a marked characteristic of Harry Muller's business career.

### Long Ago

In the far back days when H. Muller & Co. were placing business in a two or three roomed office, and Mr. Alec Spence was a small but efficient right-hand "man" to his chief, Mr. Muller was always the gentleman to callers for his client's business, and painstaking in seeing that the best was done by him for all concerned.

I believe I am correct in saying that Mr. Muller was the first agent to control and develop textile advertising, which to this day is still a strong line among the numerous accounts handled by the firm of which he is chairman. Little could he—or anyone else—in those years ago have thought of the dominant position textile advertising would to-day attain in the general press. One of Mr. Muller's many-sided qualifications, as an agent for the lines he has been

chiefly concerned with, has been his exceptional knowledge of trade marks and the registration of "branded names." Many trade names now familiar as household words were, I have always understood, "coined" by him.

### A Directorship

Mr. Muller conducted a one-man business from 1887 till 1912, when a private limited company was formed with Mr. Alec Spence as a director, a kindly recognition on the chief's part of the services Mr. Spence had rendered the firm. This alteration in the control of the concern did not result in Mr. Muller easing up, as the saying goes. He continued as active as before, as business continued to progress. Ten years ago, when war-time conditions induced several agencies to come to mutual agreements for efficient working, if not actual amalgamations, the business of Messrs. Blatchly & Ashwell, whose strong line in agency work was also textile advertising, was amalgamated under the title of Muller, Blatchly & Co., Ltd., with Mr. Muller as chairman, and the late Mr. Blatchly, Mr. Ashwell and Mr. Spence as directors. At a later date Mr. H. A. Hughes, long associated with the Blatchly & Ashwell house, was added to the directorate, thus strengthening the production department which has been the special charge of Mr. Hughes for many years.

"The Grand Old Man of Advertising," the title you conferred on Mr. Muller last week, was a fitting one, but if I may,

as an old friend, give you another, I would say the Youngest Man in Advertising. Many a time calling at his firm's office I have admired his youthful activity as he took the staircase in the building two or three steps at a time, while others of us, half his age, were fervently hoping that some day the owners of the building would instal a lift

### A Sad Pilgrimage

Just one little personal note in conclusion. The sympathy of the many who have known Harry Muller in his long and honourable business career will be with him, I feel assured, when it becomes known that last week, following his eightieth birthday, he left London for Gallipoli to visit the grave of his only son, Major Muller, who after a successful military career in the regular army, fell in the epic landing in which he played an heroic part.

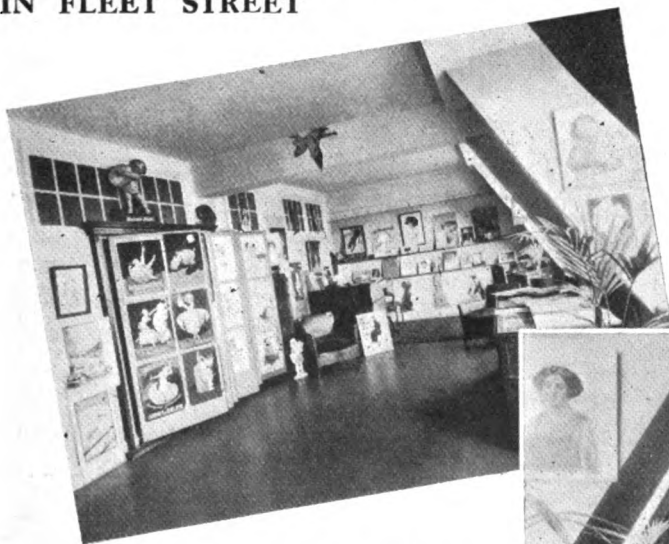
M. M.

### Postmark Advertising

A resolution opposing the Government scheme for advertising on stamps was passed at a meeting of the Leeds Chamber of Trades on Tuesday, though no objection was taken to advertisements of national character, such as "Buy Savings Certificates," being incorporated in the postmark.

The mover of the resolution said he felt very strongly that they were entitled to have their correspondence delivered to them as it was posted, and whilst the Government had a legal right they had no moral right to use other people's correspondence for business advertisements.

## AN INNOVATION IN FLEET STREET



We have recently opened a large and extensive gallery for the display of Commercial Art.

Here are displayed some hundreds of drawings in Colour and Black and White, covering every conceivable subject and suitable for all branches of Printing Art, from the largest Poster to the smallest Box Top.



**P. MACNAMARA**

& Co., Ltd.,

Chronicle House,

72-78 FLEET STREET, LONDON, E.C.4.

PARIS, BRUXELLES.

THE CONSTANTLY CHANGING COLLECTION IS NOT THE WORK OF STAFF MEN, BUT OF MANY OF THE MOST EMINENT ENGLISH AND CONTINENTAL ARTISTS.



Of interest to you is a magazine devoted to—

1. Formulating advertising into a science that will serve business more efficiently.
2. Open discussion of the truth about advertising and the faults now current in its practice.
3. Telling the significance behind the news and behind advertising campaigns and distribution policies—instead of strictly reportorial and routine details.
4. Bringing about a more intelligent understanding of the possibilities of trade and technical advertising.
5. Giving up-to-date, specific, usable information on all that pertains to Markets, Merchandising and Media.

"Advertising and Selling Fortnightly" is such a publication. Published every other week in New York, it is not only recording advertising history, but making advertising history.

You will want to receive it regularly. A cheque for 17/- makes you a subscriber for a year. Mail it to London office.

**Advertising and Selling FORTNIGHTLY**

London Address: 66-67 Shoe Lane, E.C.4  
Year's Subscription \$4 (26 Issues)

# Prizes for Advertising Designs

## Results of the Royal Society of Arts' Competition

VARIOUS prizes for advertising plans were offered in connection with the Royal Society of Arts' Competition of Industrial Designs this year. The Judges in their general report state that the designs were not very satisfactory, but this is no doubt due to the fact that very few young designers have turned their attention to these subjects. There were, nevertheless, some 500 entries for the different competitions, the Judges' reports on which were as follows:—

### Prizes offered by Messrs. Lever Bros., Ltd.

The best Series of Six Lay-outs for Sun-light Soap Press Advertisements. The work generally is of a mediocre standard. The idea that an illustration is all-sufficient seems to run through these entries. The prizes have been awarded to students who have shown neatness rather than creative conception. In designing lay-outs students should aim at balance between illustration, type and white space rather than a pretty or good illustration, leaving space and lettering to look after themselves. Students taking up this work should not follow the popular conception of a lay-out which is in great vogue just now, but create something original, as the purpose in advertising is to catch the public by something which is quite new. It will be seen in the present display of work that this has not been attained. The successful competitors have merely followed work which is appearing in almost every newspaper to-day.

Prizes of £5 each are awarded to:—

Miss Olive G. Bourne, Miss Dorothy Cullen, Mr. George Robert Fathers, Miss Louisa S. Knowles and Mr. Horace Arthur Stephens.

### Cadbury Bournville Travelling Scholarship.

Set of Two Chocolate Box Designs. The Scholarship of £50 is awarded to William Thomas Rose (Working Men's College Art Class, Crowndale Road, London, N.W.).

### Prizes offered by Messrs. J. S. Fry and Sons, Ltd.

(1.) Design for an Exhibition Stand.

In the designs for an Exhibition Stand, not enough attention was paid to the necessity for displaying the goods, and with very few exceptions the colour and decoration of the stands would outvie the chocolate boxes themselves.

The First Prize of £17 10s. is awarded to Mr. Edward Hill.

(2.) Design in four or five colours for the Cover of a House Magazine or a Price List.

The title "House Magazine" seemed to mislead many competitors. The treatment of the front cover for a magazine issued by and dealing with a Firm's activities should offer a delightful scope for the artist. The designs for "Price List" covers were poor, and most of the entries were ordinary in conception and treatment.

The First Prize of £17 10s. is awarded to Miss Verna C. Stead.

(3.) Design, in black and white, for a Logotype of "Fry's."

In the design for a logotype of "Fry's,"

many entrants forgot the prime importance of legibility. Several examples, however, were quite good and original.

The First Prize of £17 10s. is awarded to Mr. John Francis Smith.

### Prizes offered by Messrs. Rowntree and Co., Ltd.

In offering prizes for a Window Display Piece, Messrs. Rowntree and Co., Ltd., desired to stimulate the interest of Art Students and others in a comparatively new field for Commercial Art. The Judges, however, regret it has not been found possible to award a prize or commend any of the entries. The designs submitted lacked artistic merit and originality, and were, in the opinion of the Judges, quite unsuitable for use in connection with the display of the Firm's products.

### Prizes offered by Messrs. A. J. Caley and Son, Ltd.

The Entries as a whole showed great promise. In many instances, however, although well drawn, the designs were not specially suitable for the purpose of advertising chocolates, and would have been more useful for other products. Some of the selected entries, however, showed that very careful thought and consideration had been given to the subject, and the designs and slogans were both appropriate and attractive. It is suggested that more thought be given to the subject of the advertisement in any future competition, and although some designs were highly artistic, they should not lack colour and brightness for the purpose of a confectioner's Window Bill.

Showcards. The First Prize of £30 is awarded to: Miss Marjorie M. Trueman.

### Prizes offered by the Underground Group of Companies.

Season Ticket Posters. The First Prize of £10 10s. for the Design showing the most original idea is awarded to Mr. James Browning.

The First Prize of £10 10s. for the Design showing the best draughtsmanship and execution is awarded to Miss Margaret Reynolds.

## ENCOURAGING EFFORT

At a luncheon held at the Savoy Hotel on Wednesday, Sir Charles Higham laid before the guests, who were successful business men, proposals for an organisation to encourage effort.

The object of this meeting was to see to what extent such a plan is feasible—to what extent this small group could stimulate a greater interest on the part of the responsible heads of big businesses in this country—to give away their knowledge for the benefit of the community—to set up a governing council at another meeting to be held shortly of men who will voluntarily do this job. The cost of such a central organisation should be little or nothing, and, in any event, it will not be necessary to make an appeal to public funds for this purpose as Sir Charles believes he can find the money for such a central organisation privately, and without any trouble.



## TWO SCOOPS FOR THE "A.P."

Sir George Sutton's Interesting Disclosure at Annual Meeting

**A**NNOUNCEMENT of several interesting coming events in the journals issued by the Amalgamated Press was made by Sir George Sutton in his speech at the annual general meeting last Friday.

The *London Magazine* has secured Mr. Rudyard Kipling's new short stories for publication, and the *Woman's Pictorial* is to publish serially Miss Kathleen Woodward's "Life Story of Queen Mary," an authentic record compiled with special permission.

Sir George Sutton, reviewing the past year, said:—

"Once again, despite the adverse conditions to which I have already referred, the revenue from advertisements in your publications has beaten all previous records. This fact speaks for itself. There is no more striking testimony to the very high esteem in which your magazines and periodicals are held by advertisers and their agents. Taken together, the Amalgamated Press publications constitute a selling organisation—a stupendous publicity machine—unrivalled, I believe, in the whole word. Their 'hold' upon all classes of the public in all parts of the country is now unshakable, and the ever-increasing demand for advertisement space is but the natural outcome of the wide and profitable business which they have brought—and will continue to bring—to the great advertisers of this country.

"Though every year the advertising horizon expands, we have, I believe, done little more yet than touch the fringe of possibilities; for realisation grows steadily among manufacturers and commercial firms that advertising is the very life-blood of industrial prosperity. In the wide expansion of advertising which must yet come about, it is quite certain that a great group of publications such as yours, penetrating into every hamlet of the kingdom, and deeply rooted in the affections of readers, is destined to play an ever larger part."

### AN INTERESTING SERIES

Twelve Full Pages Laid Out for one Client by Different Agencies

**A**SERIES of advertisements of unusual professional interest begins in this issue of the WEEKLY.

Messrs. Macdonald and Martin, proprietors of the *Farmer and Stockbreeder*, announce that they have obtained the co-operation of a dozen leading advertising agencies, each of whom will prepare a different page advertisement for the paper from the same information.

Certain basic facts must be incorporated in the copy in each case, but a further three typewritten pages of data are supplied to each agency from which points for the copy may be obtained.

The pages will appear in consecutive issues for the next three months, and will, undoubtedly, arouse considerable interest. This is the first time, so far as we are aware, that a number of important agencies have collaborated in this manner in the preparation of the lay-outs for a complete campaign and it will be easy to compare the different treatments, as each agency has the right under the arrangement to "sign" its lay-out.

## WOOLLEYS' GIVE A DOMINANT POSTER DISPLAY IN SCOTLAND

Glasgow and the West of Scotland form one of the finest territories in the United Kingdom for poster users, because (1) they are the most densely populated districts in Scotland; (2) because they are covered by Woolleys. The advantages of using Woolleys hoardings are many. In addition to being carefully inspected, well hung and kept in good condition, your posters are exhibited from dawn till midnight by means of the now famous "Floodlit Hoardings." Use Woolley's service in your next campaign and you will surely use it again.

**G. & A. WOOLLEY**  
LTD.  
175, BOTHWELL STREET,  
GLASGOW  
AND BRANCHES

'Phone - - - - - CENTRAL 4224 (2 Lines).  
Telegrams - - - - - PLACARD Glasgow.

Use the  
**WOMAN'S MAGAZINE**  
and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

Telegrams: Tracts, Fleet, London.  
Telephone: Central 8428-8429.

# "The Shields Daily Gazette"

(Established 1855)

covers a territory with a  
population of

# 195,000

in which are

- 367 Grocers ;
- 48 Men's Outfitters ;
- 72 Tobacconists ;
- 139 Drapers ;
- 52 Chemists ;
- 84 Boot and Shoe Dealers.

**INDUSTRIES:** Coal, Shipping,  
Shipbuilding, Engineering,  
Iron Foundries, Chemicals.

Write for full particulars :

**Advertisement Manager,  
The Northern Press Limited,  
Barrington Street. SOUTH SHIELDS.**

LONDON : H. Smale, 185, Fleet St., E.C.4

# ?

## Will he come ?

**W**ILL the member of the Publicity  
Club of London, who when in-  
specting the Martin labour-saving  
houses in Warminster Road,  
South Norwood, adversely criti-  
cised them

**AND** challenged the truth of  
the Advertising which is issued  
by me

**BUT** left refusing to give the  
attendant his name,

**COME** out into the open ?

W. KEITH MARTIN  
MARTIN'S SCIENTIFIC  
ADVERTISING SERVICE  
113, KINGSWAY, W.C.2.  
TELEPHONE : 5358-HOLBORN.



# Current Advertising

Notes of New Business Going Out : New Advertising Now  
Appearing in the Press and on the Hoardings

C. F. Higham, Ltd., have commenced a campaign for the Ronoleke Hot Water Bottle.

Alfred Pemberton, Ltd., are again booking space in the illustrated weeklies for Cantilever Shoes.

Wilkes Bros. and Greenwood, Ltd., have new business in hand for Lena-Lastik Underwear.

Service Advertising, Ltd., have been booking space for Brand's Food Products.

Fredk. E. Potter, Ltd., have new advertising going out for Decca Gramophone.

George Cuming, Ltd., have commenced the new scheme for Aladdin Lamps.

Brandis-Davis Agency, Ltd., are again handling large spaces for Cifra and Dr. Hair's Asthma Cure.

T. C. Bench, Ltd., have increased displays for Shavex and Zeecol.

W. Sydney Smith is giving out for Fenning's Teething Powders.

Steele's Service, Ltd., have an autumn campaign in hand for Peps.

Lord and Thomas, Ltd., are running a scheme of provincial advertising for Palmolive Shaving Cream.

Muller, Blatchly and Co., Ltd., have renewed placing for Minty's Oxford Varsity Chair and Chilprufe.

D. J. Keymer and Co., Ltd., have business in hand for the City Fur Store.

Barker Drabble & Co., have been booking space for Cash's Woven Names.

David Allen Services, Ltd., are again handling newspaper advertising for Pre-cervene Soap.

A. Blake and Co. (Halifax) have been placing the annual report for the Halifax Equitable Building Society.

Travers Cleaver, Ltd., have been issuing renewal orders for Robinson and Cleaver, Glymiel Jelly, Geo. Evans "Stroh" Musical Instruments, Saml. Smith and Sons, Foresight Ranges, Furmoto Chemical Co., Ltd., and have been placing further space for Rolls' Razor.

Ronald Massey are handling the advertising of the Power Petroleum Co., Ltd., Charlton.

D. C. Cuthbertson and Co., Ltd. (Glasgow), are placing new National business for Esse Stoves.

S. D. Toon and Heath, Ltd., of Birmingham have now taken over the advertising of the Rhode Motor Co., and are also arranging contracts for the Federation of Danish Margarine Manufacturers and the Buckeye Incubator Co., Ohio.

R. Scott and Co. (Peterborough), have been appointed advertising agents to John Godfrey and Co., Ltd., Stamford and Castle Line Co., Ltd., Castle Bytham, Grantham.

Osborne-Peacock Co., Ltd., have an autumn advertising scheme in hand for Jason Underwear Co.

Bertram Day and Co., Ltd., are now placing for the Lissen Loud Speaker.

Arks' Publicity, Ltd., are booking large spaces for display advertising for Phillips' Electric Lamps.

Edward Hunter and Co., Ltd., have commenced giving out new business for Morris Oxford and Cowley cars.

# Prospective Advertising

Some Registered Trade Marks and Names Selected from Various  
Sources Suggested as Potential Advertisers

**Spasmonal Brand.**—A veterinary preparation. H. R. Napp, Ltd., 3, Clement's Inn, Strand, W.C. 2.

**Vocalax.**—Throat spray. Elizabeth Pegg, 5, Warrington Crescent, Maida Vale, W. 9.

**Uvral.**—Instruments for curative purposes. Bower Electric (1926), Ltd., 27, Ridinghouse Street, W. 1.

**Hades.**—Gas and oil burners. Nimrod Ltd., 6, Broad Street Place, E.C. 2.

**Hy-Vac.**—Glass. A. S. Wilkin, Ltd. Cremona Park, Beaton Road, Newcastle-on-Tyne.

**Cicada.**—Cotton handkerchiefs. H. Newbould and Co., Ltd., 50, Fountain Street, Manchester.

**Ivy.**—Yarn and thread. W. M. Storey, 24, York Road, Leicester.

**Postaco and Fostabro.**—Cloths. Foster Brothers' Clothing Co., Ltd., 62, Albert Street, Birmingham.

**Velvor.**—Gloves. H. Reid and Co., 33, Wood Street, E.C. 2.

**Three Crowns.**—Women's stockings. H. Reed and Co., 33, Wood Street, E.C. 2.

**Longa-Lyfe.**—Boots and shoes. John Shortland, Ltd., 17, Church Street, Irthlingborough, Northampton.

**Wilubar.**—Underclothing. W. Hubbard and Co., 19, Fox Lane, Leicester.

**Katinka.**—Articles of clothing. Hood and Mason, New Road, Hinckley.

**Penguin.**—Stockings and socks. Louis Colman, 264, West End Lane, West Hampstead, N.W. 6.

**Movie.**—Confectionery and chocolates. Benson's Confectionery, Ltd., Chesham New Road, Bury, Lancs.

**Trecreme.**—Toffee. Sovereign Confectionery Co., Church Lane, Lowton, Lancs.

**Rennies O.G.**—Scotch whisky. A. D. Rennie and Co., Ltd., 16, Water Lane, E.C. 3.

**Quinzone.**—Mineral waters. Benjamin Shaw and Sons, Ltd., Willow Lane, Huddersfield.

**Sunecta.**—Mineral waters. R. L. Jones and Co., Ltd., St. John's Street, Mansfield, Notts.

**Puro.**—Soap powder. Puro Soap Co., Prospect Works, Sutton Street, Leeds.

**Andy-Pandy.**—Liquid cleaning preparations. Taylor Holroyd, 16, Frank Street, Great Horton, Bradford.

**Sun-Ray.**—Powder puffs and cosmetics. Frank Mousley, Wilderness Works, Derby Road, East Sheen, S.W. 14.

**Flavia.**—Perfumery and toilet preparations. Calder Soap Co., A1, Market Street, Ashby-de-la-Zouch.

**Hillso.**—Polishing device. A. K. Hillson, 87, High Street, Glasgow, C.I. 4.

**Kaymex.**—Polishing preparations. Sanlex Chemical Co., 151, Bath Street, Glasgow, C. 2.

**Fairy.**—Incandescent gas mantles. Innovation Light Co., Ltd., 21, St. Leonards Road, Mortlake, S.W. 14.

# ADVERTISER'S GAZETTE

Legal, Financial, and Company Notes  
and Reports of Interest to  
the Advertiser

## DEED OF COMPROMISE AND INSPECTORSHIP

In the Matter of a Deed of Compromise and Inspectorship for the benefit of creditors, executed on November 12, 1924, by Edward Evans, of Bank Place, Chester, and Picton Gorse, near Chester, Advertising Agent. Creditors of above-named who have not already sent in their claims, are required to do so by September 3, 1926, to R. A. Latimer, C.A., 81, Dale Street, Liverpool, the trustee under the deed, or, in default thereof, they will be excluded from the benefit of the dividend proposed to be declared.

## NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

**Graphs, Ltd.** (215,868).—Private company. Registered August 26. Capital, £500 in £1 shares. Objects: To carry on the business of specialists in graphic representations, advertising agents and contractors, etc. The first directors are: J. Henderson (chairman and managing director) and M. G. Jemmett.

**T. G. Casson, Ltd.** (214,850).—Private company. Registered August 25. Capital £5,000 in £1 shares. Objects: To carry on the business of advertising contractors and agents, publicity specialists and consultants, designers of advertising schemes, brands, posters, catalogues, show cards and the like, billposters and distributors, etc. The first directors are: R. Rubin, T. G. Casson. Secretary: E. Graham Tilley. Registered office: 8, Staple Inn, Holborn, W.C. 1.

**Hueffer News Service, Ltd.** (215,795).—Private company. Registered August 21. Capital £1,000 in £1 shares. Objects: To carry on the business of reporters, journalists, editors, Press agents, advertising contractors, publicity agents, publishers, printers, etc. The directors are: O. J. M. Hueffer, Marjory C. Hill. Secretary: R. F. G. Heaps. Registered Office: 92, Fleet Street, E.C. 4.

## COMPANIES INCORPORATED OUTSIDE THE U.K.

Brief particulars of an Australian concern entitled "Truth" and "Sportsman," Limited, were filed at Somerset House on May 13 last, pursuant to Section 274 of the Companies (Consolidation) Act, 1908. The memorandum and articles of association and particulars of directors were filed on August 20.

The company was incorporated in New South Wales on October 26, 1925, with a nominal capital of £400,000 in £1 shares (100,000 preference and 300,000 ordinary), to acquire the business carried on by the trustees of the estate of the late John Norton, within the Commonwealth of Australia, to start, acquire, print, publish, circulate and deal with any newspapers or other publications, etc.

The present directors are: Ezra Norton, 112, King Street, Sydney, N.S.W., newspaper proprietor. Herman Fawl, 25, O'Connell Street, Sydney, N.S.W., solicitor. Andrew Barton Paterson, 1, Darling Point Road, Sydney, N.S.W., journalist. The British address is 180, Fleet Street, E.C. 4. Arthur P. Whatley, solicitor, of 187, Gresham Street, E.C. 2, is authorised to accept service of process and notices on behalf of the company. The file number is F.2534.

Appeal to the vast army  
of theatre-goers through  
the pages of

# THE MAGAZINE PROGRAMME

The ideal medium for  
High - Class advertise-  
ments.

Read by thousands  
every week.

Secure space for the  
Autumn and Winter  
season at once.



Specimen copy and full  
information from

**GRANTLEY & CO., LTD.,**  
48, Leicester Sq., W.C.2  
Gerrard 5424-5.

Sell to the English speak-  
ing people throughout  
the World by advertis-  
ing in

# POPULAR SCIENCE

The Chatty Weekly

The most interesting  
paper published.

It is read not only in  
Great Britain, but in all  
our Colonies, the United  
States, India and Egypt.  
Secure Space Now.



Specimen copy and full  
information from

**GRANTLEY & CO., LTD.,**  
48, Leicester Sq., W.C.2  
Gerrard 5424-5

# Want Me?

A REAL live man for an  
equally live weekly.  
Work?—just thrives  
on it to the tune of six  
feet. Copywriter. Born  
Organiser. Knows Mr.  
Retailer inside out, and  
produced over 200 pages  
of Special Features. Advert.  
Manager's post—but only  
with paper offering full  
scope for my abilities.  
£300 a year and commis-  
sion. Worth every penny  
of it, and can prove it. At  
liberty in October.

Write Box 317,  
"Advertiser's Weekly,"  
66, Shoe Lane, E.C.4

# St. Kevin's Studios.

46, RODENHURST ROAD,  
CLAPHAM PARK, S. W. 4.

Phone: BRIXTON 3979.

Laboratories: High Barnet.  
Demonstrating Theatre: Wardour St., W.

Principal—VICTOR W. ROWE.  
PIONEER of CINEMATOGRAPHY.

## SPECIALISTS IN PUBLICITY FILM MAKING.

**CARTOON.**  
**BRAY SYSTEM,**  
FOR DEMONSTRATION PURPOSES.  
**REAL LIFE.**

FILMS IN ALL LANGUAGES  
FOR AGENCIES ABROAD.

Technique and Photographic Quality Guaranteed.

PUBLICITY 100% PLUS ENTERTAINMENT.

Write for Trade and Lay Press Notices.



PRELIMINARY ANNOUNCEMENT OF  
**VITAL IMPORTANCE**  
 TO THE  
**COLOUR PRINTING TRADE**  
 And others interested in the production of  
 High-class Posters, Showcards, etc.

THE "SELECTASINE" (PATENT) SILK STENCIL PROCESS, which produces colour printing in a more economical manner than has been possible hitherto, also has the following unique advantages.

While it gives an absolutely faithful reproduction of the original sketch, the finished article being indeed more like an original painting, it can be produced direct on Cardboard, or if necessary, on Wood, Glass, Metal, Paper, Fabrics, etc.

Demonstrations of the complete process by an expert have been arranged, and full particulars will be given in next week's issue of "The Advertiser's Weekly."

ENQUIRIES INVITED TO

**SELECTASINE PATENTS**  
 82, BOROUGH HIGH STREET,  
 LONDON, S.E.1.

**REPRESENTATION  
 IN SCOTLAND**

Gentleman (35) with own car and office accommodation in Glasgow is desirous of representing Trade or Lay Journals in Scotland. Qualified Journalist: and with experience in advertising, circulation and other work. Good organiser in all departments of newspaper business.

Box 114, KEMPEL'S ADVERTISING SERVICE,  
 163, Hope Street, GLASGOW.

**THE BEST FREE GIFTS.**

**SOFT TOYS**

Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914

**THE TEDDY TOY CO.,**

45, GOLDEN LANE, E.C.1.

**I Seek  
 a Position**

as Advertising Manager to a manufacturer, or General Manager to an Agency. My record, shown below, gives some idea of my qualifications.

**First-class Agency experience.**

**Late Assistant, Publicity Dept., Hans Renold Ltd., Manchester.**

**Late Advertising and Publicity Manager, Mann, Egerton & Co., Ltd., London and Norwich.**

**Late Advertising and Publicity Manager, J. Wix & Sons, Ltd., "Kensitas" Cigarette Manufacturers, London.**

I have specialised knowledge of Engineering, Electrical and Motor Advertising, and am a recognised expert on modern window display. I am anxious to join a firm or agency where there is wide scope for my ability. If YOU need a good man write at once to

**VICTOR BINGHAM,**

c/o "Advertiser's Weekly,"

66, Shoe Lane, E.C.4.

**We Hear—**

THAT the new month has brought the between-seasons period in advertising when summer publicity is fading away and autumn advertising is making its appearance.

THAT the outlook is healthy and the output from the agencies full of promise for the near future.

THAT there is also the prospect of an early revival in the City, where much profitable business for the dailies may be expected.

THAT Sir George A. Sutton's speech at the annual meeting of the Amalgamated Press, Ltd., contained several interesting points that were duly noted in the editorial columns of the leading newspapers.

THAT Mr. William Wrigley, of chewing-gum fame, encouraged by the success of the American Channel swimmers, has offered £5,000 for the first person to swim round the Island of Catalina off Los Angeles.

THAT the charming country home of Sir Charles F. Higham at Mansfield House, Iver, Bucks, is the subject of a beautifully illustrated eight-page article in the latest number of the *Ideal Home*.

THAT one London daily must hold the record for quick advertising returns judging by the rapid response to a notice issued on Monday last in Fleet Street, and—

THAT the ad. written on a half-sheet of notepaper, headed, "Smart Boy Wanted," was displayed for a very short time on the office doorway in a position that was decidedly a solus one.

THAT Messrs. Francis Day & Hunter, the music publishers, put into circulation last week to the music trade some thousands of reprints of the State Express 333 page advertisement showing the extract from the popular song success "Always."

THAT Mr. R. McKean Cant, of the Northern Advertising Agency, Edinburgh, will again run a co-operative advertising scheme next month for the Scottish Music Week.

THAT Mr. Norman Wetton was the unfortunate victim of a visit from burglars last Sunday at his residence in Brighton Road, Purley, when a Masonic jewel and jewellery and other articles valued at between £300 and £400 were stolen.

THAT the hoardings are now exhibiting something in the way of original treatment in the pictorials of the new "dusky show" Mr. C. B. Cochran is putting on at the London Pavilion.

**Put Ideas in your campaign**  
**It sells in the home**

## We Hear—

THAT Mr. R. T. Lang, of Messrs. Sells, Ltd., has a scheme in hand for the advertising of the shortly to be held Cycle and Motor Cycle Show at Olympia.

THAT the Radio Exhibition has not produced anything like the amount of display publicity the most sanguine seekers had anticipated.

THAT the proprietors of Wright's Coal Tar Soap, whose posters and colour pages in the illustrated weeklies have always borne the stamp of pleasing originality, have scored a hit with their new display on the hoardings—"A Picture of Health" in a massive gold frame.

THAT the *Evening Standard* has been running some highly successful circulation stunts at the seaside resorts within easy reach of London.

THAT six successive whole front pages have been booked by Preservene Soap in the *Daily News* this week.

THAT the first public move for the Fleet Street Week for Bart's has been the appearance of collecting sheets in public offices within the radius.

THAT Mr. H. Hoover, he of the Suction Cleaner, returned to the States last week after a business and pleasure stay on this side.

THAT a Soho restaurant is attracting attention by a boldly displayed advertisement on the outside of the premises that reads:—"Don't Divorce Your Wife. Eat Here and Keep Her as a Pet."

THAT Messrs. W. S. Crawford, Ltd., have added substantially to their staff accommodation by taking over the ground floor of their premises at 233, High Holborn, W.C.1, and equipping the suite of rooms in the most modern style.

THAT Mr. J. B. Anderson, playing scratch, won the bogey competition with 4 up at Oxhey last Saturday, and Mr. O. P. Horlick, scratch, playing at Burnham Beeches, was also a winner, being all square.

THAT there is no falling off in the number of advertisers running cross-word competitions, and that those newspapers carrying them are getting the offer of more advertisements of this sort than they can conveniently accommodate.

THAT Lord Beaverbrook returned from his trip to America and Canada in the Cunarder *Aquilania* on Tuesday.

THAT the *Braemar Gathering Book* was, as usual, a lavish production containing several exclusive photos of the Royal Family. The advertisement pages were numerous and taken by high-class firms.

## WEIGHTS & MEASURES

OUR ingenious friends of the magazines have a happy way of making statistics palatable.

They show us pictures of huge bottles of milk beside diminutive Nelson's Monuments; colossal silk stockings supported by minute Customs Officers.

Their example is admirable, and we hope we are contributing effectively to the literature of this type when we point out that the family purse of the people who make 371,000,000 journeys each year on the L.N.E.R. reaches into every shop, store and market-place on the Drier Side of Britain.

And the hand that holds this purse carries home the goods advertised by poster on 2,500 L.N.E.R. Stations. Enterprising magazines, please copy.

## POST YOUR POSTER ON THE L.N.E.R

Apply for rates to Advertising Manager, L.N.E.R., King's Cross Station, N. 1.

Telephone : - - - North 4200.

Telegrams : - "Vertishead, Rail, London."

CATALOGUES  
BOOKLETS £  
FOLDERS £

We can give very Keen Prices, Highest Quality and a very Efficient Service for Large Quantities.

CASTER & JELLEY, LTD.

'Phone (Private Exchange)

Head Office and Works :

PETERBOROUGH 172.

PETERBOROUGH.

London Office:—10, Lancaster Place, Strand, W.C. 2.

'Phone: Gerrard 1377.

Advertise to the Workers in the  
**World's Pictorial News**  
The Paper that goes out of the beaten track

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10½ | 50 for 4⅓  
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P 4

## The Possibilities of Window Display



A candle shining brightly attracts all the moths in the vicinity. In a like manner a bright window display attracts every person who comes within reach of it.

As a sales force, window display offers great possibilities to manufacturers and retailers alike, and is a matter which has to be included in all modern sales and advertising schemes.

Advertising men seeking information on this subject should read

### DISPLAY

the monthly window dressing journal

Send 1/- for a copy of this month's number

"DISPLAY,"

GRANVILLE WORKS, AYLESBURY,

Editorial and Advertising Offices:

43, BLANDFORD ST., LONDON, W.1.

To Firms Seeking Wealthy Markets

### "PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS  
"LA RAZON" BUENOS AYRES  
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

## SOUTHSEA AND PORTSMOUTH

### 50

## SOLUS SITES

ALL FIRST-CLASS  
Prominent Positions

## TO LET

FROM OCTOBER 1st.

### Portsmouth & District Billposting Co., Ltd,

74-76, ARUNDEL ST.

### ADVERTISING MANAGER.

PUBLIC School Man seeks Managerial post with a sound firm, large or small, with a view to eventual Investment and Directorship. Aged 25 years. For two years has held highly responsible advertising post with one of the largest Department Stores in England. Extensive previous Editorial experience. Accustomed to intense volume of high grade work. — Box 316, "The Advertiser's Weekly," 66, Shoe Lane, E.C.4.

## We Hear—

THAT Mr. Cecil Chisholm is addressing the Manchester Publicity Club at its luncheon next Tuesday, on "Instalment Selling."

THAT a special film was taken of the Dunoon Highland Games and will be used with other descriptive matter to advertise the town as a seaside resort.

THAT Mr. H. C. Gunter, who has for some time been representing the *Electrician, Chemical Age and Export World* in Lancashire for Benn Bros., has accepted the position of advertisement manager for the *Bazaar, Exchange and Mart*.

THAT Mr. C. D. Fastnedge's team beat The Sons of Harmony by 23 runs, in the cricket match on Tuesday, the scores being: Mr. Fastnedge's team 177; Sons of Harmony, 154.

THAT an American firm, the Maytag Co., have increased their advertising appropriation by 344 per cent. over the previous year's budget.

THAT Sir Leicester Harmsworth recently acquired a valuable "first edition" which he discovered had long been missing from the City archives of Coventry, and has restored the book to the civic authorities.

THAT the Aldwych Club Golf Circle's Autumn Meeting is fixed for Wednesday, September 15, at Royal Ashtown Forest, Forest Row, Sussex.

THAT Mr. Sydney H. Wright, formerly of the *Bazaar, Exchange and Mart*, has set up in business as an advertising agent with several good accounts, under the title of S. H. Wright & Co., 44, Bedford Row, W.C.1.

THAT Mr. D. C. Cuthbertson, of Glasgow, is acting as consultant in connection with Dundee British Shopping Week, which has been definitely fixed for September 20.

THAT Mr. A. E. Smith, who represents the *Evening News* (Glasgow) in town, is spending a holiday on the bonnie banks of the Clyde and other beauty spots in Scotland.

THAT Messrs. J. Wix and Sons, Ltd., the makers of Kensitas Cigarettes, have registered the figure of Jenkyn and the slogan "Your Kensitas, Sir," as a trade mark covering "mineral and aerated waters, natural and artificial, including ginger beer." Is this a protective measure for more exclusive use of Jenkyn's services or a new calling he may adopt?

THAT the members of the Institute of Journalists, whose annual conference is being held at Glasgow and Edinburgh this week, are being entertained one way and another by the proprietors of the *Glasgow Herald*, the *Scotsman* and Associated Scottish Newspapers, Ltd. (the Berry Group).

THAT Mr. J. M. Scott, who directs the publicity for the town of Torquay, has been booking space to advertise the autumn charms of the English Riviera.

THAT the somewhat unexpected appearance in the dailies on Wednesday morning of the new programme of Morris Cars is expected to develop motor car advertising in other directions.



**TELL — SELL**  
**MORE — MORE**  
Everything we do "tells."  
**IMPERIAL**  
**ADVERTISING AGENCY**  
(F. J. McGloin, Controller).  
Walter House,  
Bedford St., Strand, London, W.C.2.  
'Phone: Gerrard 9227.

# The Advertiser's Weekly

THE ORGAN OF BRITISH ADVERTISING

**TELL — SELL**  
**MORE — MORE**  
Everything we do "tells."  
**IMPERIAL**  
**ADVERTISING AGENCY**  
(F. J. McGloin, Controller).  
Walter House,  
Bedford St., Strand, London, W.C.2.  
'Phone: Gerrard 9227.

Vol. 51

FRIDAY, SEPTEMBER 10, 1926

No. 692

## The Week in Advertising

Nation-wide Interest in the Manufacturers' Conference—Advertising Association Annual Meeting--Women in the Profession

### A First Step

**P**REPARATIONS for the Manufacturers' Conference next month are going on apace. We gather, though the information is not yet officially announced, that the Manchester organisers have arranged the programme on a wide national basis, and that the whole field of manufacturing in its many aspects will be covered by the speakers if all those who have been invited to address the meeting are able to attend.

This Conference ought to play an important part in the recovery of the national trade from the devastating influence of the events of the past few months. The people of Britain, as a whole, are still far from realising how serious has been the effect of the coal strike. On the surface the national life goes on, with an appearance of normality. Actually, the losses are colossal. One big manufacturing combine in the North Country alone computes its monetary loss up to date at more than £100,000.

It will be a terrific struggle to make good the wastage that has been inflicted upon us all by these long weeks of strife in the coal trade. Every section of the community will have to play some part in the struggle, and we are convinced that the part which advertising and selling can play in conjunction will be of vital importance. The Manufacturers' Conference is a first step in the campaign, and it will be the hope of all that it will be successful.

### For Next Year

Another forthcoming event of front-rank importance in advertising is the annual general meeting of the Association, preceded by the first general meeting of the

Council. Great efforts will be needed next year to make the Advertising Convention an outstanding success, and there is considerable interest in the nature of the plans which will be discussed by the Council next month. The whole matter has been the subject of careful consideration by the executive. It is no secret that a special sub-committee has been set up to make a full survey of the situation. The time is nearly ripe for a disclosure of the proposals, and we believe that nothing but

good could result from early publication of the findings of the sub-committee. The members of the General Council would then have ample time before the decisive meeting to weigh the merits of the project.

### A Word to Women

The peculiarly stimulating and provocative article by Mrs. Comerford, which we publish this week, will repay study. Women have been in advertising a great many years now. They have won foremost positions, and they are holding them by virtue of efficiency and creative ability. Others are following on, and many recruits have come into the profession in the past two years. This younger generation in particular (younger, we hasten to say, in experience) will find many valuable ideas in the epigrammatic sentences of Mrs. Comerford. And perhaps those whose experience is ripe (and whose ways are set) may not unprofitably ponder her remarks also. The settled way may be merely a winding, time-wasting lane.

### Instalments

The series of articles on Instalment Selling which Mr. Chisholm is contributing to the WEEKLY have aroused an interest that is widespread. His address to the Manchester Publicity Club this week on the subject provoked a lively discussion, and it is evident from the many confidential inquiries made to us that the subject is one that is engaging the active attention of men in many lines of business. There are further aspects of the question to be dealt with, and as the series progresses it will be seen that it covers the ground exhaustively.

### THIS WEEK'S PAPER

Poetasters and Copy Writers—by J. C. Toohill

The Press as Godmother to a Fairy—by W. C. Strachan

*How a new soap was placed on the market in face of well-established competition*

Cutting Out Risk in Business by Research—by John C. Kirkwood  
*Some actual examples of results achieved*

100 per cent. Representation—by Mrs. Comerford  
*Some Don'ts for Women Representatives*

Postmark Advertisements from Other Angles

And all Regular Features  
*Ad. News in Brief  
Publication Notes and News  
Current Advertising  
Advertiser's Gazette  
We Hear, etc.*

THE ADVERTISER'S WEEKLY  
66, Shoe Lane, London, E.C.4.

# Poetasters and Copy Writers

By J. C. Toohill

(Author of "The Art of Advertisement Copy Writing," etc.)

*My temples throb, my pulses boil,  
I'm sick of Song, and Ode, and  
Ballad.*

*So, Thyrsis, take the midnight oil,  
And pour it on the lobster salad.  
My brain is dull, my sight is foul,  
I cannot write a verse, or read.*

*Then, Pallas, take away thine Owl,  
And let us have a Lark instead.*

TOM HOOD.

THE editorial support given to "Parnassus" in his criticism of present-day advertising verse hits me where I live. Not that my own work is involved—I have not perpetrated any advertising verse for about twelve months—but because I entirely disagree with the angle of the attack.

There appears to be a notion that poetry and advertising have something in common. This is a misconception. Poetry is emotion recalled in tranquility. Advertising verse is a sales pill hidden in a scientific mixture of harmonious words to make it palatable. The very qualities which make a poet a poet would make a copy writer a pauper.

## Unbiased

Let me interpolate that I am quite unbiased in this view. Like "Parnassus" I have contributed to the newspapers and periodicals a great quantity of light verse which the editors, in their weaker moments, have published and paid for. Some of these have been pirated, copied and re-copied until they have circled the globe, but heaven forbid that I should count myself a poet because of this.

What are the charges levelled at this current advertising verse? The rhymes are execrable. Well, this is not even a poetic crime. Tennyson rhymed *seas with peace*; *west with cheeks*. Longfellow has *boys with voice*; Milton, *mirth with hearth*; Shelly, *war with ear*; Gray, *train with men*; Dryden, *sea with day*; Pope, *break with neck*; and Elizabeth Browning rhymed *silence with islands*. Not a bad company for the copy writer to err in.

The second objection is that the verse is pathetic where it is intended to be humorous burlesque. Is there such a great divergence between these two terms? Are not all the popular love lyrics which the public bellows so lustily humorous burlesques where they are intended to be pathetic?

And what if the verse is sometimes banal where it is intended to be fresh? This is a transgression common to all writers. If Tennyson with the whole gamut of human feelings to spur his muse could turn out verse which one noted critic has designated as

"tripe," surely an occasional banality can be forgiven a copy writer whose theme is confined to extolling the virtues of, say, a patent slug eradicator?

Judged as literary masterpieces perhaps "Parnassus" is right in his opinion that none of the verses is of the slightest value. But, then, they never aspired to that dizzy height—they purported to sell goods, and the

## "VERSE—AND WORSE"

*A leader note in last week's issue has called forth this interesting article, and much correspondence, a selection from which appears on page 330.*

sales chart, not their literary merit, gives the measure of their success.

"Parnassus" states that the possession of a rhyming dictionary is not the only qualification of a poet. Nor, I would remind him, is the ability to write light verse to correct orthometrical standards any criterion of capacity to produce sales-compelling verse.

Milton said that poetry must be "simple, sensuous and passionate." The poet must excite pleasure by his melody—the sense must always be subordinated to the sound. Advertising verse, on the contrary, requires to be simple and melodious with the sense dominating the sound. At its best it is merely rhymed prose in metrical setting.

## Does it Sell?

The only basis on which advertising verse can be criticised is: *Does it sell the goods?* Nothing else matters. In "The Art of Advertisement Copy Writing," under the headings "Alliteration," "Rhyme," "Assonance," "Limerick" and "Parody," I have endeavoured to show how the muse can be harnessed to this end. The scope of the book did not allow of a sufficiently broad treatment of this phase of copy writing to give the novice a complete understanding of all the poetic tricks, but as the subject has come into prominence I will deal more fully with the subject later.

In the meantime, to bellev the suggestion that present-day advertising verse is valueless I will relate a personal experience.

For some years past a coterie of about half a dozen of us have periodically gathered together "where men do hold pleasant converse." About a month ago I noticed that two of the party had changed their drink from "Bass" to "Worthington." They laughed to scorn my accusation that they had been caught in the net of the new "Worthington" rhyming ads. To prove my point I had "Bass" substituted for their next drink and they did not know the difference!

I need hardly add I have no interest in Worthington's brewery. I do not know who wrote the advertisements, nor even the name of the agency that handle the advertising, but they are undoubtedly clever. In fact I wrote out a rival advertisement for "Bass" on the spot. I will reproduce it.

## The House that Bass Built

This is the House that Bass Built.

This is the Beer that's brewed in the House that Bass built.

This is Mine Host—a rare connoisseur,  
A jovial dispenser of good ale and good cheer;

And never so happy as when serving the Beer

That's brewed in the House that Bass built.

This is the Customer quaffing with gusto  
The golden-brown ale with the flavour that's "just so!"

You've guessed it—it's Bass, and his toast if you must know

Is "Good health to Mine Host, who sells the Beer

That's brewed in the House that Bass built."

This is the symbol by which you can tell

The status and standing of any hotel.  
It's on every bottle, and barrel as well,

That carries the Drink  
That's drunk by the Man

Who pledges Mine Host

Who sells the Beer

That's brewed in the House that Bass built.

Now I freely admit that this would not win the Nobel prize for literature. Several of the verses are hypermetrical; others are truncated. Some of the lines do not scan; the rhymes are imperfect and there is an atrocious pleonasm in the fifth stanza.

These are a few of the reasons why I do not expect it to rank with Coleridge's *Kubla Khan* or Byron's *Apostrophe to the Ocean* as a work of art. But I will guarantee it to perform the work for which it is intended—it will sell beer.

If the proprietors of Bass's beer care to test this I will make them a present of the parody.

## Individualist Bookshop, Limited

Arrangements for the opening of the Individualist Bookshop, Limited, are now complete. Premises have been secured at No. 40, Marsham Street, Westminster. It is hoped to open the shop at the end of the present month.

# The Press as Godmother to a Fairy

How a new soap was placed on the market in face of well-established competition—A novel angle of appeal

By W. C. Strachan

SINCE 1838, the firm of Thomas Hedley and Co., Ltd., Newcastle-on-Tyne, have made soap for all purposes,—toilet soaps, household soaps, soft soaps—and their name is a household word in many parts of the North. Recently they placed on the market a new olive oil household soap bearing the attractive name of Fairy Soap.

the impression that the effect of Fairy Soap was magical in its powers of disposing of dirt and grime. This has been reproduced on their motor delivery vans.

Very few soaps are advertised as being suitable for both household and toilet use, but a special feature is made of this rather important point in the advertising.

and other newspapers both daily and weekly throughout the country.

*Home Notes, Good Housekeeping, Weldon's Ladies' Journal, and Home Chat* were among the women's periodicals to be used.

In the advertising copy an offer was made to the public to supply free one handsized tablet of Fairy Soap to those purchasing the regulation full size packet from August 27 to Sept. 11.



The Fairy Soap mascot reproduced on the delivery vans

It contains a very large percentage of olive oil, and although called a household soap and sold in competition with other household soaps at the same price, it answers equally well for the toilet and can even be used for shaving purposes. This gives one an idea of the amount of olive oil in its composition.

In the face of tremendous competition this firm decided on an ambitious newspaper advertising scheme which was entrusted to the Press Department of Messrs. Sheldon's, Ltd., Leeds.

## Spade Work

There was a good deal of spade work to be done before the advertising began and the factories at Newcastle were working at high pressure for many months in order to cope with the rush of orders that was expected. Most effective window displays were arranged and many thousands of grocers throughout the country who took stocks were supplied with a very attractive and novel cut-out measuring about two feet square for display purposes. A feature of this was a charmingly coloured "fairy" complete with her magic wand, to produce

It is very interesting to note that the whole of this publicity was entrusted to newspapers alone.

## Strong Newspaper Publicity

The scheme commenced on August 27, with a full page in the *Daily Mail* and ten across three spaces in the *Daily Chronicle*, *Daily Express*, *Daily Herald*, *Daily Mirror*, and the *Evening News*.

The scheme also embraced a very large number of powerful provincial newspapers such as

<i>Bristol Times and Mirror.</i>	<i>South Wales Echo.</i>
<i>Liverpool Echo.</i>	<i>Liverpool Express.</i>
<i>Nottingham Evening Post.</i>	<i>Newcastle Evening Chronicle.</i>
<i>Manchester Evening News.</i>	<i>Manchester Evening News.</i>
<i>Glasgow Record and Mail.</i>	<i>Glasgow Evening Times.</i>
<i>Sheffield Telegraph and Star.</i>	<i>Sheffield Independent.</i>
<i>Dundee Evening Telegraph.</i>	<i>Birmingham Mail.</i>
<i>Birmingham Gazette.</i>	<i>Birmingham Dispatch.</i>

## Striking Tribute

Within a week of these advertisements appearing, urgent messages were received from the factory that they were inundated with orders, and although Messrs. Hedley had a tremendous stock to meet what they considered would be an enormous demand this soon disappeared and all their factories had to work at a very high pressure to cope with the demand. So successful has the campaign been that the advertisers are booked up with orders months ahead—a wonderful tribute to newspaper advertising.



A front-page display in the "Daily Mail"

A new scheme to further the present one will be considerably augmented in the near future, and a campaign for Northern Ireland will begin on October 1, when the leading Belfast newspapers will be used.

The result of this campaign is a good reply to manufacturers who believe that advertising is of little avail in introducing a new line into an already crowded market.



# Cutting Out Risk in Business by Research

Some Actual Examples of Results Achieved—Its Application to Advertising

By John C. Kirkwood

**T**O illustrate how risk or speculative endeavour can save heavy losses, there is the case of a very successful national advertiser, one spending quite £100,000 a year in newspapers and periodicals, who contemplated adding a new line to his family of products. Before he made any decision he had his advertising agency make searching trade investigations in several representative community centres.

The results of this investigation made it clear that the market for the new product was a definitely limited and admittedly difficult one, and that an established and moderately well-advertised leader had sales far below what a casual observer would imagine. The investigation also made it quite clear that quite a new type of product from that contemplated was far more likely to succeed.

The report made after the research work left no room for doubt as to what the right decision should be; so this manufacturer, at a cost of £100 or so, avoided an adventure which, if taken, was bound to be a financial failure, failure which would do much damage to his prestige.

Research is being increasingly practised by sales managers to discover:

(1) How sales resistance can be reduced or eliminated or conquered; and

(2) How sales volume can be increased.

When the product of sale is unstable in its substance, form or pattern, as it is in the case of ready-to-wear clothing for women, and in the case of textile patterns, and even of the material itself, then the sales manager's job is made one of extraordinary difficulty, and the need for sound knowledge and understanding of consumer demand and trends is accentuated.

## An Example

How one manufacturer of women's ready-to-wear clothing protected his business, through the activities and genius of his sales manager, is illustrated in the narration of the following example of research method.

He set out to discover all the important points which could have an influence on his production and market. Thus, some of these points were:

The reduction, if any, in the purchasing power of the consumers of his product.

The change, if any, in the cost of living.

The general attitude of consumers towards buying—was there a feeling of buoyancy or of hesitation?

The extent and location of unemployment.

The outlook as it affected his business.

The trend in women's fashions, and in particular in the length of skirts.

The prices which women would be likely to pay or respond to most readily.

The proportion of young and young-looking women wearing pretty dresses.

The fabrics and colours preferred.

To obtain this sort of information fifteen investigators were employed, their sole job being to get the facts as to

economic conditions and purchasing and style trends.

When the information as collected by this corps of investigators was collated and analysed, the facts set forth were tested by two supplementary investigations, one in a large and one in a small town, neither of which was anywhere near any town visited in the original investigation, and the deductions made were found to have an exact application—that is, taking averages.

*This article gives actual instances  
of men who have  
INCREASED SALES  
and eliminated all guesswork and  
gambling in their advertising.*

Thus this manufacturer ascertained exactly what the safe range of style was, and also the safe range of price, and he knew, too, that his salesmen could go to buyers in any and every part of the country and give them a good indication of how many of the maker's dresses they could sell in the season.

The manufacturer learned, with certainty, what to make. He divided his production plan into six sections, and then completely discarded the two extremes. The next big step in the simplification of production was the discarding of all fabrics except eight, and all colours except three. The investigation had placed it beyond question that the other fabrics and colours could not be sold in anything like the quantity which would make production profitable and the salesmen's work easy.

On the matter of the salesmen's work: When the averages were worked out, charted and mapped out for each route, they provided the salesmen with so much specific information, more of it and more accurate than was possessed by most retailers and buyers in relation both to the country as a whole and to their own localities, and so the salesman was master of the situation.

## The Middle Market

This citation emphasises several facts of value to manufacturers. One is that the great middle market is always the reliable market. Another is that it is possible to eliminate to the vanishing point guessing and gambling from the operations of business.

Here it is to be said that the farther away a manufacturer is from his market, the less able is he to adjust intelligently production with demand or consumption; and by "farther away" is meant not distance so much as relationship. Thus, if and when a manufacturer sells only to and through wholesalers, he is separated from his market. He gets close to his market when he canvasses retailers, and he gets into his market when he canvasses

consumers, even though consumers are supplied through retailers.

Advertisers proposing to spend large sums on Press advertising can and should make advance tests to discover the right kind of "copy" to employ, meaning the kind of copy to the appeal or proposals of which there will be prompt and large response from those whose attention and interest are to be canvassed.

## Measuring Results

The economic importance of measuring, by tests, the productive power of "copy" is perceived from the following instances:

Of a series of fifteen advertisements for a player-piano, the best one produced 258 replies, the poorest one reply.

Of a series of five lathe advertisements, the best one produced 40 times as many enquiries as did the poorest one.

Of a series of eight advertisements of a book sold entirely by post, the best advertisement sold three times as many copies as did the poorest one.

Of a series of fifteen typewriter advertisements, the best one was twice as effective as the poorest one.

How to increase the responsiveness of readers to Press advertising is a subject of growing importance, in view of the rising cost of advertising space and service, and research is contributing to this form of economy.

## 25 per Cent. saved

Thus, a soap manufacturer supplying the consumer direct, and employing advertising to recruit and hold customers, recently decreased the cost per inquiry 25 per cent. simply by altering the display treatment of his advertisements. Something over a year ago a study was made of modern trends in the reading habits of the public, and the company arrived at the conclusion that the motion picture had educated millions to a much quicker comprehension of any proposal presented through pictures and headlines.

In the new form of display treatment the headline or catchline is used as a unit of the lay-out to tie the picture at the top with the coupon at the bottom. The aim is to present the whole message and proposal at a single quick glance.

A maker of rubber soles used much newspaper space to tell the public about his rubber soles, but the results were very disappointing, so a research agency was employed to find out why the results were not up to expectations. Five causes of failure were discovered; they were:

The boldest advertising had been done during the holiday season when large sections of the public were away from their homes, and when their interest in both newspapers and advertising was greatly diminished.

The public did not know where to obtain the rubber soles locally.

The distribution was very defective. Many should-be stockists did not carry this maker's brand of rubber soles.

The charge for affixing this maker's rubber soles were appreciably higher than the charges for leather soles.

Retailers, repair men and the consuming public did not know enough about this maker and his product to make them ready to change over from brands much better known.

With the facts known, it became possible to face the advertising problem with confidence, and to avoid errors and waste.

# The Postmark Advertisement from New Angles

## The Legal View—Vigorous Reply to Mr. Gregory—"Legalised Injustice"—Another I.S.B.A. Resolution

*The WEEKLY understands that the first postmark advertisement will probably appear during the first week in October.*

THE Postmaster-General has not yet replied to the letter sent to him on August 19 by the Association of Retail Distributors. He has, however, informed another correspondent that he claims full powers, and that if anyone attempted to test the matter at law by suing a firm advertising on the cancellation mark, the case would be taken up by the department. The association states that the campaign against the proposal is increasing day by day.



*In New Zealand, advertisements are printed on the stamp edging*

Mr. H. P. Gisborne, a solicitor has sent the following statement to Mr. T. Ernest Jackson, the secretary of the association:—"It seems to me that a definite and remarkable interference with personal rights is about to take place. . . . I suppose that up to the present time it has been generally regarded that the Government, through the agency of the Post Office, are merely carriers of our letters, and their services as carriers are paid for by the purchase of stamps. . . . It is conceded that the Post Office has temporary proprietary rights in the letter whilst in course of transit.

### Legal Objections

"In the absence of the very clearest language giving express authority to interfere with the private property of the subject for the purpose of gain, how can the Government or any other authority or individual acquire such rights? And it is contended that Section 17 of the Economy Act, 1926, referred to does no more than permit the Government to arrange for these advertising contracts, but the language of the section does not suggest that they can do so without the permission of the person whose property—namely, the letter—is to be dealt with, and that any attempt to interfere in any way with the communication sent by one person to another without the sender's consent would be illegal and one of the grossest attempts yet made to interfere with private rights."

The WEEKLY has received from Mr. J. C. Toohill an interesting letter following up his first article which caused such widespread interest when it appeared. It reads as follows:—

SIR,—I am heartened by Mr. H. J. Gregory's support of the postmark advertisements plan. If this is the best defence that its apologists can muster, then the scheme is dead, damned and done for. Mr. Gregory will, I am sure, forgive me for stating that his conclusions are the outcome of fuddled logic.

In the first place he omits to mention the principal objection to the scheme, which is that the Postmaster-General has stolen the space. He next plaintively inquires why should an advertiser object to a competitor's advertisement appearing on his envelope when, on purchasing the front page space of a national newspaper, he does not object to the competitor's advertisements which appear on the other pages?

This is what comes of foggy reasoning. To complete the analogy the rival advertisement must be printed on space which the advertiser has paid for. How would Mr. Gregory like to purchase the front page of an edition of a newspaper and then be told that he must confine his advertisement to the left-hand side of the page because the newspaper advertisement manager was going to print a rival advertisement on the right-hand side?

Mr. Gregory states that there are many easy ways of ensuring that the cancellation



*This curious example of postmark advertising, by which the A.E.C. received an unsolicited testimonial from the Post Office, is reproduced from the "A.E.C. Gazette" by permission of the Associated Equipment Co., Ltd.*

stamp advertisements shall not appear on a competitive firm's correspondence. This is fladdoodle. Apart from opening every letter that passes through the post there is no way that this can be avoided.

But I consider his most brilliant suggestion to be that because the scheme is of so little value to advertisers we should leave it to die a natural death. On the same principle if a man is robbing your till a little at a time you must not disturb him. Eventually his arm will get tired of reaching for it.

I will do Mr. Gregory the justice of assuming that he has no ulterior motive in supporting the scheme, and will merely ask that as he is so enamoured of the principle involved, has he any objection to my pasting a few posters on his windows, free of cost?

Yours, etc.,

J. C. TOOHILL.

### Legalised Injustice

A resolution of protest against "the defacing of private letters with advertisements" was passed by the directors of the Notts and Derbyshire Traders' Association, who met last week.

The resolution, claiming that the meeting represented more than 500 mer-

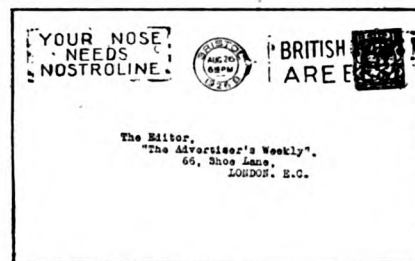
chants, manufacturers, and traders in Nottingham and district, expressed the opinion that this method of advertising, the value of which was indeterminable, did not appeal to the general body of traders. It suggested that steps should be taken to end "this legalised injustice."

### Rotarians' Protest

In connection with the "British Goods are Best" slogan now appearing on the postmark, it is interesting to note that the Post Office recently received a letter from the International Rotary Clubs complaining that this slogan was detrimental to United States manufacturers, and was resented by them.

The General Post Office, in reply to this letter, wrote to the Rotarians to the effect that the stamp was intended primarily for home use, and that they had no intention of changing it. They added, however, that owing to the new revenue-earning scheme, the slogan would soon be eliminated.

"If the Rotarians, who are an international body, take exception to a general advertisement by the G.P.O. of its own country," said a manufacturer this week, "how much more will private firms object when they see their rivals' paid advertisements stamped on their envelopes under the new scheme? It is a great misfortune, also, that the letter sent by the Rotary clubs should coincide with the cancellation of the stamp 'British Goods are Best' because of the revenue-earning system about to be introduced."



*A photograph of the envelope referred to by Mr. C. J. Rose in his letter last week*

### I.S.B.A. Resolution

The Incorporated Society of British Advertisers continues its campaign against the postmark advertisement.

Last Wednesday the following resolution was passed unanimously by the Executive Committee: "That this meeting of the Executive Committee of the Incorporated Society of British Advertisers, after further examination of the above proposals, reaffirms its objections to the indiscriminate stamping of ordinary commercial and competitive advertisements upon the covers of private correspondence, and ventures to hope that the Government will consider the question of limiting the scheme to advertising postal and other public services and to propaganda of a strictly national character."

# 100 per cent. Representation

The Right Way to Sell Space—Connection or Selling Ability?—  
Don'ts for the Woman Representative

By Mrs. Comerford, Director, Milton Advertising Agency, Ltd.

IT may seem that the title of my essay is over ambitious, as such representation would, indeed, be perfection and a joy to the agent or advertising manager exposed to it. I think it will be generally admitted that representation at present falls far short of the ideal, and it was no doubt a realisation of this that caused the Editor to ask me to raise the subject in the hope that a helpful discussion would result.

Although my comments are, and must be, provocative to be productive, it must be borne in mind that they do not apply to all representatives or even to most of the genial crowd who call upon me. They are a summing-up of many opinions, expressed in some cases quite violently! In any case, I am sure the reader will remember the old saying: "Present company excepted."

## Three Questions

In order to get as many angles as possible I have consulted with various well-known agents, some advertisers, and many representatives. To the two former I have put three questions:

- (1) What should a representative tell you about his paper?
- (2) Does he in practice do it?
- (3) If not, whose fault is it?

And you will be interested to hear that the answers have all been the same in effect. To question 1 "What should a representative tell you about his paper?" the reply has been "Everything he possibly can about it—its readers, their number and class, its editorial appeal and policy, its territory, and the need which it was created to fill. It is obvious that every paper has an individual story, even when it covers exactly the same ground as its rival."

To question 2 "Does he in practice do it?" the representative quite often knows very little about his paper beyond the inch or page rates; those who are well informed stand out like milestones in a space-buyer's week!

To question 3 "Whose fault is it?" the answer has invariably been: "Without doubt the fault is the proprietor's."

The representative's point of view gets down to the same thing, for I find that very few are encouraged to ask questions about their paper or to take any interest in its internal organisation. Anyone who asks such questions is generally answered by "Your job is out selling space. Don't bother me about things that don't concern you."

Now consider how very differently the national advertiser faces the problem of selling his product. He has a sales manager who is expected to know all about the goods and to see that his men on the road know all about them, too. He is expected to write to them very often, telling them anything that occurs either in his own organisation, or nationally, which will assist them in their important work of getting orders.

Further, the advertising agent also co-operates, telling them of what the advertising is expected to achieve and the points that will be of use to them in proving to the retailer that these are the best possible goods he can buy for his own sake, for the sake of his goodwill and for his customers.

Surely, it cannot be alleged that what is wise in selling goods is wrong when selling space.

## "What Connection?"

As far as I am able to gather, the general way of engaging a representative is to ask him what connection he has, and if he replies that he knows all the agents and most of the advertising managers personally, the deal is fixed. The question of his ability to sell that particular proposition does not seem to arise; he is given a rate-card (though this does not appear to be the invariable rule!) and he does not even receive a little booklet giving those technical facts that his customer must know if he is to produce a successful advertisement

for the paper. The fact that I, for instance, often know more technically than my caller about his proposition would be amusing if it were not so important. There are some representatives whose slogan, when asked for the size of the paper, is "Lend me a ruler for a minute"; others, who, asked for the rate for a special space, say: "May I use the 'phone?"

Many do not know what screen a half-tone block should be to print well in their paper. And it is quite usual for them not to know the name of their editor, or the principal contributors. Yet the names of the men whose work creates the reader interest are surely of importance to the representative. Now, all this is really the fault of the proprietor.

## Proprietors' Job

It is for him to tell the representative everything of interest, not for the latter to ferret it out by inductive processes, or in the course of calls soliciting orders. And this failure of the proprietor is mainly due to the fact that he does not understand the representative's job.

Why cannot there be annual or semi-annual conferences, similar to the national advertisers' travellers' conferences, at which all could express their views? The editor and the various writers should also be invited to address the representatives and tell them what their policy is as regards the paper; what they are doing to increase the reader interest; the reasons why the paper is better than any other; its personality, policy, class of reader aimed at—all could be frankly discussed. You will agree that the representative in the ordinary course of business is out so much that he has not the inside workers' opportunity of absorbing the spirit of the paper.

Provincial papers are very "close" about giving information. It is very rare for the paper to tell the space-seller anything about its politics—whether it represents the side which has returned the Member to Parliament, and if so, what was the majority—whether, when it is a Minority paper, the minority is influential by reason of numbers, or class, or buying power. Again, many of the provincial papers have scales of prices that require

(Continued on page 321)

## A NEW MARKET FOR A PENNY!

A postcard to us is the first step in selling your goods in the best and most stable market in Europe—Holland.

It will bring you the experience of men who know Dutch requirements and possibilities thoroughly and who can give you every assistance, even to the extent of finding you a suitable Selling Agent.

This service costs you nothing and puts you under no obligation. Write us now.

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD.

9, QUALITY COURT, CHANCERY LANE. LONDON, W.C.2.

Managing Director—G. D. YOUNG.





## THIS YEAR & NEXT YEAR SOMETIME -- NOW!

It is in the days of difficulties, industrial troubles or trade slumps that selling machinery most needs overhauling.

Recent events will make competition all the keener and success will ultimately be won only by those whose selling and advertising campaigns are keyed up to the pitch of perfection.

There is nothing in present day conditions that prevents the closest consideration of future activities—now.

That is surely not a task to be postponed till "next year" or to "sometime." It is a task for to-day.

# SAVARD BAKER & CO<sup>LD</sup>

*Advertising from A to Z*

**27 Chancery Lane**  
**London W.C.2**

Telephone:  
Holborn  
5528 (5 lines)

Telegrams:  
"Sabazia Holb.  
London."



a chartered accountant to work them out successfully.

There is one important provincial daily that has three rates for exactly the same number of inches: in single column, £15; in double-column, £22 10s.; and across three columns, £20. Remember, these are totals for exactly the same number of inches! In addition, an elaborate set of series rates wastes the time of the representative who is trying to sell the space. All this could be discussed at such a conference as I suggest.

#### Rates

On this question of rates, it cannot be too often stressed that there should be one rate for all, not necessarily a flat rate, but whatever concessions are allowed should be given to every advertiser; there should not be free space for certain favoured ones—a device that is practised to enable the proprietor to swear with his hand on his heart that his rate is the same for all.

Class paper proprietors are always well advised to give net sales, even if small. They can stress the real class appeal of their paper. One paper which sells but 1,000 copies per month is so valuable to one of our national advertisers that the firm would not drop out of it on any account.

Some agents think that canvassers on commission should be dropped as far as they are concerned, and that a representative should be employed instead whose job is not inevitably to require an order at every visit, but who has been carefully trained to build up the goodwill of the paper by keeping it, and all appertaining to it, always before the agent in a favourable light, to tell him of any interesting developments and act rather as a special commissioner than as a canvasser. I am not sure that I agree with this entirely, but I do think that only one canvasser should call for each paper. In some cases one is canvassed by as many as three, each asking for a different client's advertisement. This again is the proprietor's fault. He does not give his men a fair chance, but thinks only of revenue, revenue, revenue; and every call must produce an order. There must be no blank days.

#### Last Year's Figures

I sympathise most with those unfortunates who are always fighting their last year's figures. Working against dividends is a soulless job, and every advertisement director should try to get a human touch into his dealings with his staff. That was the secret of Lord Northcliffe's wonderful success with men. They all felt he knew what they were doing. If he could create that feeling, others should be able to follow suit. This "turnover last year" argument generally has only a small basis of solid ground to stand on; there may be many factors, which a live advertisement director should be aware of, which are against a similar total this year, and he should admit them frankly when spurring on his staff.

Women canvassers may be interested to know what I have garnered about their appeal:—

(1) Their perfume should not be strong. "Visions of the East" are resented in business offices.

(2) They should not "prepare for action" before the office boy; he only giggles about how long they took to do up their lips and powder their noses.

(3) Men dislike intensely the "Society" manner. They think it inefficient and unbusinesslike. They also appear to dislike floppy clothes or sleeveless dresses. I have been told that one agent will not see women canvassers at all who are dressed as for Ascot.

#### Some Don'ts

(4) Don't be supercilious with the office girl. She hates it more from women than she does from men. She thinks she is as good as you are and probably better, and she will put all the spokes she can in your wheel.

(5) Don't be insincere with women. They love to meet successful business women. It makes them feel that our work is worth while; they therefore resent women who are not businesslike. Flattery is obviously insincere because strangers can't know enough about one.

(6) Do not talk about your good times before you had to take on this horrid job. The "poor little woman" line of appeal has been overdone. It was a man who told me that. He said *he'd* had bad times but nobody sobbed over him!

(7) "Don't say: 'I've come all this way to see Mr. So.-and-so, and I'm going to stay here until I do.'" He'll climb down the lift-shaft rather than be bounced like that.

(8) Don't stay too long if your prospect is nice to you. He is aching to get on with his work, and does not know how to get rid of you tactfully.

I find on inquiry that many proprietors are very slow to take the opinions of their advertising staff about improving the paper. It can be done, and such suggestions are not impertinence. Again, they should not let their staffs down by sending out imposing dummy copies on beautiful paper and then producing something totally different on a cheap news.

#### In the London Office

Provincial proprietors might also have a competent junior who knows the rates to sit in the London office when heads are out getting business. It is irritating not to be able to find out anything between 10.30 a.m. and 5 p.m.

It was once said to me, and not as a humorous remark, "I would take an advertisement from the Devil himself if he brought cash with order."

Many advertisers are fussy about the company their advertisements keep. They like to feel that they are not losing caste in the public's eyes, and these appreciate the National Vigilance Committee's work.

Proprietors cannot give full enough data about distribution. They could use their coupon addresses to find out who buys the paper and where the great bulk of them live. If net sales are taboo, we might have percentages. Circulation is always underestimated to be safe when net sales are *not* given. I wish too, they weren't so frightfully stingy with specimen copies.

#### The Selectasine Method

It has been pointed out to us that the headline of the paragraph last week about the Selectasine Patent Colour Printing might mislead readers as to the method. The printing is done by means of silk stencils and reproduction can be shown on cardboard, wood, glass, metal, paper or fabrics.

## IRISH CENSUS—APRIL, 1926

Belfast • 415,007 [195,588 MALES  
219,419 FEMALES

Northern Ireland • 1,256,322 [608,205 MALES  
648,117 FEMALES

# Belfast Telegraph

LARGEST CIRCULATION IN THIS POPULATION.

**I**F YOU ARE A SALES DIRECTOR and you have a quality article to market, do you pay your salesmen to spend the greater part of their time canvassing working-class neighbourhoods? Obviously no; you tell them to go straight for the localities where people have spending margins.

*Advertisements are your salesmen. If they have to canvass vast numbers of people only a small proportion of whom can afford to consider purchasing your goods, are you not wasting their effort—and your money—by keeping them out of the Quality Press? Include*

# The MORNING POST

## THE QUALITY PENNY DAILY

**Every Reader a Potential Customer.**

\*

\*

\*

PERCY WATSON, *Advertisement Manager*,  
346, Strand, London, W.C.2.

Telephone: CITY 1500



# Ad. News in Brief

Newspapers Change Hands—Mr. E. J. Sullivan Recovers—  
Illness of Mr. Godber—Agency Changes

## Takes His Own Advice

Mr. Edmund J. Sullivan celebrates his fifty-seventh birthday this week, and the admirers of his brilliant work will be rejoiced to know that he has returned to town after his illness with renewed vigour. His poster for the Southern Railway was barely completed (he drew it on the stone himself) when he was advised to take a long rest in Sussex within earshot of the trains that carried men "who needed holidays on the South Coast." Those who know his fine record of illustrated books



Mr. E. J. Sullivan

and cartoons, and who do not know their creator, are surprised to learn that he is still a man of the best kind of youthfulness. He has been acclaimed the greatest illustrator of modern times, not only by his fellow-artists, but by students of that art in Germany and America. Mr. Sullivan has, this week, produced a splendid advertisement for Drage's, showing Canute attempting to stem the tide.

## Mr. Noel Godber Ill

Mr. Noel Godber, of David Allen Services, is, we regret to learn, confined to bed with congestion of the lungs and pleurisy. His condition, although serious, is improving, and his medical advisers are hopeful of a complete and early recovery.

## Ban on "Daily News"

The British Chamber of Commerce at Genoa has been informed by the local postal authorities that the *Daily News* is not now allowed to enter Italy. The alleged ban is something of a mystery. The Italian Embassy in London disclaimed any knowledge of it this week, and no official notification of any kind has been sent to the *Daily News* direct.

## A. A. ANNUAL MEETING

A PRELIMINARY notice has been sent to all members of the Council of the Advertising Association calling the first General Meeting of the Council for Friday, October 15, in London at 11 a.m.

This "warning" has been sent out in advance of the formal notification in order that members of the council may keep the date open. There is much important business to be transacted, including the election of President, Hon. Treasurer, Hon. Secretary and Committee.

This was formerly done at the annual convention, but under the new Articles of Association the date for elections has been fixed in October.

The selection of a date and place for next year's convention, and in all probability also the main theme of the convention, will also be settled at this council meeting.

Further particulars of the agenda, with time and place of meeting will be sent to members of the council in due course.

The annual general meeting of members of the association has also been fixed for October 15. The time and place of meeting will be announced later.

## Mr. Redgrove Married

An interesting, all-advertising wedding took place last Saturday at St. Luke's Church, Nightingale Lane, when Miss Nancy Cestrilli Bell was married to Mr. Gordon James Redgrove, head of the advertising department of Tokalon, Ltd. A reception was afterwards held at Stanley Hall, Lavender Gardens, at which there was a large gathering of relations and friends, including many in the advertising world. Mr. Redgrove is an active member of the Regent Advertising Club Committee, and the Club was well represented.

## Wincarnis Posters

The Wincarnis posters are again appearing on the hoardings in the provinces. The orders are placed by Outdoor Publicity, Ltd.

## Rate Cards Wanted

Sidney Reeve Service, 7, Fisher Street, Southampton Row, W.C., want rate cards of all London and Provincial daily and weekly papers, and all monthlies.

Wright Display Service, Sackville House, 7, Red Lion Square, Holborn, W.C., are asking for rate cards.

Eddy Douglass Advertising Service ask for rate cards and specimen copies of papers and magazines.

## Advertising Service Changes

The Merritt Advertising Service, Ltd., which has been converted into a private company, on Monday last, September 6, moved into larger premises at 46, Charing Cross, S.W.1. The new telephone number will be Regent 7717.

## Joins Mr. Markham

Mr. H. R. Markham, who recently recommenced business on his own account at Napier House, High Holborn, is now being joined by Mr. A. G. Marshall. Amongst other accounts Markham-Marshall are again handling the Lingua-phone business for the coming season.

## Inter-Ad. Clubs' Golf

Intending players for Lord Riddell's challenge trophy and other prizes are reminded that entries close on Thursday next for the meeting at Walton Heath on Wednesday, September 22. The hon. secretary is Mr. T. McAusland, Aldwych Club, Exeter Street, Strand, W.C.2.

## Important Newspaper Changes

At a board meeting of the Bradford and District Newspaper Co. (Limited), held last week at Bradford, Sir James Hill in the chair, the controlling shares of the company were transferred to the Westminster Press (Limited), group of newspapers, of which Sir Charles Starmer is the managing director. The Bradford and District Newspapers Co. (Limited) are the proprietors of the *Yorkshire Observer*, the *Bradford Daily Telegraph*, the *Yorkshire Observer Budget* (weekly), and *Yorkshire Sports* (weekly).

(Continued on page 326)

Just  
a wee bit  
disappointed be-  
cause that setting did not  
fulfil the promise of its pristine  
glory? . . . and somewhere between the  
artist, typesetters and newspaper shed its virile  
individuality? . . . It's time to change!—C. & E. Layton  
offer a typesetting and stereotyping service whose efficiency is  
endorsed by the constant patronage of over sixty Advertising Agencies.  
Our compositors are specialists—they set advertisements and nothing else;  
our foundry is under expert control; a large staff of messengers await your calls;  
and day and night staffs ensure continuity of process. Additionally our Layout Dept. is gladly  
available for the preparation of effective modern displays, sketches, dummies or similar co-operation.

Printers · Typesetters · Stereotypers

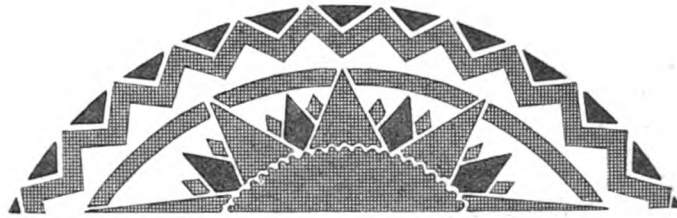


Farringdon St. London · E.C.4

# C. & E. LAYTON

TELEPHONE CENTRAL 4752





# CONFIDENCE

Service undeserving of Confidence has little right to the title. And the value of the ablest advertising organisation is in proportion to the trust that can be placed in its character, its methods, and its work.

Long proved ability and sound advertising practice on the part of a Publicity House are the Advertiser's stoutest security. A confidence in such service can be supported by the faith others repose in it. And can be strengthened by the high opinion and satisfaction with which these principals have come to regard Advertising.

The great businesses served by the House of Mather & Crowther and the unbroken years of service are evidence of confidence merited and trust imposed.

*We cordially invite Principals to  
call and examine personally  
the opportunities provided by  
the Mather & Crowther  
Organisation*

## MATHER & CROWTHER, LTD

### Modern Advertising

10-13, NEW BRIDGE STREET, LONDON, E.C. 4



# "As a guide to other printers!"

London, W.C.1,  
12th Aug., 1926.

Dear Sirs,

I am enclosing copy for a full-page advertisement in the "....." (September issue).

It is my intention to have the same matter in several other Service Journals, and as your Printers set the matter out better than any of the other folk, I should be greatly obliged if you would be so good as to arrange for 20 proof copies to be sent to me. I can then utilise these as a guide to the other printers. If there is any additional charge, please let me know.

Yours faithfully,

The above letter speaks for itself. It is only one of many we have received written in the same strain. If you want the same excellent service—the same attention to detail, get in touch with

## PERCY Brothers, Ltd.,

The  
Hotspur  
Press,

Whitworth Street West,  
MANCHESTER

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonagont, Fleet, London."

## AD. NEWS IN BRIEF (Cont.)

### Salesmen's Agreements: Are They Worth While?

There will be a debate on travellers' agreements at a special conference arranged by the Incorporated Sales Managers' Association of the United Kingdom, to be held at the Holborn Restaurant, on Thursday afternoon, September 16, at 2.30 p.m. At 5.30 Mr. Frank Gaham, M.A., will talk on the legal aspects of travellers' agreements.

Although the conference is really confined to members of the Association, representatives of business concerns with certain experience in that line are invited to attend. Any reader who will enclose his business card and explain his interest

All Revier Dinner to the 1926 Australian Cricket Team at the Hotel Cecil, Monday, September 13th. Mr. Arthur Phillips in the Chair—supported by a few Fleet Street barristers.



*The menu card of the dinner given on Monday night to the Australian cricketers by Mr. Arthur Phillips of "Army Club." designed by Imperial Advertising Agency*

in the subject to the ADVERTISER'S WEEKLY will have an invitation forwarded to him.

### MANCHESTER GUARDIAN AND EVENING NEWS SOCIETY

THE Manchester Guardian has formed a new society called the Manchester Guardian and Evening News Society. The attempt has been made to form an organisation which would associate together all the workers in a single undertaking, which would give them a more direct responsibility in relation to the conditions of their work, would secure their freedom from disturbance by disputes beyond their control, and put them in a position to meet the management on terms of equality.

With this object it proposes, in particular, to promote "the settlement of all disputes" by "arbitration and other lawful means." It provides benefits of the usual kind on a liberal scale for its members, and it also specifies as an object "to promote the efficient conduct of the company's newspapers" and, in particular, "to provide security for the rightful interest of the public in the uninterrupted service of the company's newspapers."

### DEATH OF MR. ALBERT K. WATTS

#### An Appreciation by an Old Friend

THE passing of Albert K. Watts has cast a shadow over all who knew him, and to know was to love him. It was sudden and unexpected, for a fortnight ago he left in high spirits for a brief fishing holiday at Bad Ems. There he contracted blood poisoning, which, followed by a chill, led to septic pneumonia and his end on September 4.

His was a rare personality. Gifted with great physical charms, he had a graciousness of speech and manner which endeared him to all with whom he came in contact. A man among men, full of vitality, he excelled in whatsoever he undertook, whether his life-work or the occupations of his leisure hours.

It is nearly thirty years since he became associated with Mabie, Todd & Co., Ltd., and following his father as the head of the "Swan" fountain pen business in this country, that firm is known and honoured the world over. He had many other business interests, and in them all displayed qualities of judgment and foresight which are seldom found so highly developed. He built up a reputation for integrity, for the maintenance of high principles in all his business dealings, that commanded respect—his word was always his bond.

None will ever know of all his benefactions. His chief delight was to be of service to his fellows; to give a start to some young man in his career, to help those who were in need, to support the widow and the orphan. Of these things he would not speak, but there are very many to-day who owe their all to Albert Watts and who mourn his loss. For his friends he could never do too much, and to share his home and social life was indeed a privilege. He was an inspiring and vivid influence in any circle.

Ever a firm believer in the power of advertising, especially the Press, he will be missed by many in Fleet Street who had the pleasure of his acquaintance. For himself he never courted publicity. Actions with him spoke more than words. In Press golfing circles he often took a part, and a successful one. His fine sporting instincts made him a generous opponent and a favourite partner in any match.

He was much travelled and was accustomed to visit his representatives and branches in Australasia, India, South America, South Africa in turn, while in the U.S.A. he had a host of friends. There will be many hearts sad at the thought that they will see him no more, nor hear his voice, but his memory will be a fragrant and inspiring one so long as life lasts.

### "Bart's Basket"

The souvenir programme of the Fleet Street week for St. Bart's is to be called *Bart's Basket*. It will be a kind of Printer's Pie and Almanac combined. It is to be edited by Mr. Sidney Walton, and Mr. Jackson Hooper is assisting him.

It will be a first-class production, and in addition to containing the programme of the Week, it will be a publication that should sell on the bookstalls after the Week is over. The first print will be 10,000 copies, and this should be an excellent medium for advertisers. The rate is £20 per page, and Mr. S. A. Willmott, of the *Daily Mirror*, is responsible for this side of the publication.





## *A rich harvest awaits the reaper*

A rich harvest, ripened in the golden sunshine of prosperity, awaits the reaper in the field of Farming and Agriculture.

In the thousands of little homesteads dotted about the country, each one so self-contained and so shielded by distance from the influence of the town, with its shops, its easy transport, and its latest news, can be found one of the most profitable and largest markets for the advertiser of every class of product.

Dominant in this market there is one medium—"The Farmer & Stockbreeder." It is the one medium that reaches the farmer and his family in every nook and cranny of the land. The one

medium that sells to the farmer a milk separator, an easy chair, or a gramophone; and to his wife a new dress, clothes for the children, and comforts for the home.

Everything that can be bought mail-order can be sold through the medium of the "Farmer & Stockbreeder."

Every national appeal will also gain immensely in value if it is addressed to the 100,000 odd homesteads constituting the weekly audience of the "Farmer & Stockbreeder."

Your well-to-do farmer and his wife are the "key" buyers in the market towns of rural areas. Sell to them regularly through the "Farmer & Stockbreeder."



### **This Advertisement**

has been originated, designed & written by T. B. BROWNE, LTD. Advertising Agents, 163 Queen Victoria St. LONDON, E. C. 4. It illustrates one angle of approach in modern advertising technique.

T. B. Browne, Ltd., are always ready to analyse any advertising problem, to find a correct angle of approach in policy, copy, lay-out and media, and to put at the disposal of their clients the resources of the one Agency having "Everything for the Advertiser under one roof."

**Guaranteed Net Sale over 100,000 copies weekly. Price per page, £80.**

# *Farmer & Stock-Breeder*

AND  
AGRICULTURAL GAZETTE

**sells to the farmer and the farmer's wife.**

For full particulars write to the Publishers:

MACDONALD & MARTIN, LTD., Lennox House, Norfolk Street, Strand, London, W.C.2



## WHERE A

*first  
competition  
issue—  
OCTOBER  
3rd  
and for 10 weeks.*

Never before in  
so completely and  
advertiser of those  
beautiful will secure  
readers of the Su  
readers publicity has  
These advertisements  
over—exactly the p  
carpets, drapery, gl  
labour-saving devices

SUND.  
CON  
C

F  
nisl  
105

BOOK SPACE

# VERTISING *is* EVERYTHING

*n original and intriguing Competition  
hich will ensure intensive reader  
terest for your advertisements*

annals of advertising has the advertiser been  
ntertainingly the pivot of a Competition. Every  
igs which go into the making of the home  
his advertisements the eager scrutiny of all the  
Chronicle. He will have the most attentive  
own.

be studied by potential home-makers the country  
who are contemplating the buying of furniture,  
china, household linen, kitchen equipment and  
dvertisements will provide the key to the great new

# Y CHRONICLE RETE HOUSE MPETITION

PRIZE: Freehold House, designed by Sir  
ald Blomfield and built of Concrete, fully fur-  
the winner's specification of advertised goods.  
ER PRIZES OF ADVERTISED FURNITURE

DW



NO ENTRANCE FEE

—to Competition



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## "Ad." Verse

SIR,—With great concern I note  
That Ad.-men poets get your goat.  
(In fact their lyric efforts strike  
As "wallowings" most "porpoise-  
like")

The Leader-Writer of the WEEKLY  
To whom these lines I'm penning  
meekly.)

You say their jingles lack the touch  
Writers of plays and songs and such  
Bring to their work. I think you're  
right;

And, since "Ad." verse is empty quite  
Of beauty's charms and humour's  
sparks,

I second your adverse remarks!

The matter, sir, it's plain to see,  
Is Ad.-men can't write poetry;  
As for the poets, they're as bad  
And never wrote a decent "Ad.";  
These truths, it seems, need realising,  
And there'll be better Advertising.

Of course, I write to prove the rule—  
One grand exception—hoping you'll  
Not hide the tidings nor be sorry at  
The rise of Advertising's Laureate,  
Who comes the awful rot to stem.  
Your humble servant, P.V.M.

## Verse—and Worse

SIR,—I was interested to read your  
leaderette on advertising verse as I have  
always felt that this is a phase of writing  
that must obviously be left to the literary  
folk. My friend Rupert Croft-Cooke,  
author of "Songs South of the Line," and  
whose contributions to the *London  
Mercury* and the *Observer*, and whose  
place in "The Best Poems of 1925" are  
sufficient evidence of his standing in the  
realm of poetry, is at present writing me  
some verse for clients' use, and I am sure  
other real poets of some attainment would  
be willing to do some work for adver-  
tisement use if approached. This is not  
the sort of thing that can be readily  
acquired by the ordinary copywriter to  
meet the fashion of the moment.

ROY HARDY.

## Protecting the Profession

SIR,—In your last week's issue a letter,  
headed "Protecting the Profession," is  
worthy of the utmost consideration by  
all those interested in the profession of  
advertising.

In your footnote to the letter you  
mention certain advertising societies  
and associations as fulfilling the desired  
functions. This is not the case. These  
bodies exercise praiseworthy efforts and  
do admirable work, but they are inco-  
ordinated, and they miss the real objective.  
The unimpeachable nature of this asser-

tion is confirmed by the negatives pro-  
duced by the following question:—

Have they the reputation and prestige  
to inspire:

(A) Solid educational stimulus in  
aspiring youth?

(B) Reputable firms to support them  
because of the professional safeguards  
they offer?

(C) Public respect because of their  
high objects pursued with penetrating  
intelligence and powerful advocacy?

(D) The ostracisation of ignorance,  
inability, and incompetence, as things  
of evil?

The answer to each section is em-  
phatically NO.

Is the fountain spring of objective  
thought crystal clear and sparkling, or is  
it muddy, moving in swirling eddies?

It is certainly worthy of thought.

JOHN G. NASH,  
Chairman, Nash & Alexander, Ltd.

## "The Panel and the Pencil Sketch"

SIR,—I have just read the above article  
by H. C. Ferraby in your issue of the  
3rd inst.

Your contributor having said much in  
praise of these pencil drawings, I would  
be very interested, as the artist responsible  
for those you have reproduced, to know  
why he goes on to say that he considers  
the pictorial portion of merely secondary  
importance to the lettering? And as  
he goes so far as to bring in the names  
of Michelangelo and Raphael in this  
connection, I suppose he would place the  
work of those artists in the same inferior  
category? Does not the fact that these  
drawings occupy the principal spaces in  
the panels sufficiently establish their  
primary importance?

H. G. GAWTHORN.

[Mr. Gawthorn mistakes the point which it  
was intended to emphasise in the article.  
Beauty of lettering is so unusual in rail-  
way carriage panels that when seen it  
attracts attention even before beauty of  
drawing, by reason of its rarity. It  
is in attention-compelling value and not  
in artistic merit that the lettering was  
considered to be of first importance.—  
EDITOR, ADVERTISER'S WEEKLY.]

## One-Point Rules

SIR,—In his article on type, page 86  
(Supplement, September 3), Mr. Wildman  
comments on the shortcomings of com-  
positors, lay-out men, printers, etc.,  
thus:—

"Specify a thick one-point rule, etc.,  
and the chances are (that) you will get  
a medium or thin . . ."

No man with a real knowledge of type  
would write this. A "point" is a fixed  
measurement, approximately  $\frac{1}{16}$  of an  
inch, and cannot be qualified by such

indefinite terms as "thick," "medium,"  
or "thin."

It is such obvious "bloomers" as this  
that harass the compositor who is called  
upon to interpret instructions given by  
advertising agents. These gentlemen  
would make things easier if they indicated  
their wishes in terms that leave no room  
for doubt. They only cause confusion  
when they employ technical terms that  
they do not really understand.

G. P. HENRY.

Mr. Wildman writes:—

The point measurement of a brass rule  
refers to the space it takes up in the forme,  
not to its printing surface. As one of its  
edges is bevelled it is obviously necessary  
to specify which edge is to be used. For  
instance, Messrs. Caslon supply 1-point  
rules with no less than three distinct  
classes of bevel (fine line, column rule  
face and medium face). Add to this the  
thick or unbevelled edge, and it will be  
seen that to specify a 1-point rule might  
mean any one of four things. To remedy  
this it is necessary to add "thin,"  
"medium" or "thick" to the point  
measurement, and any practical com-  
positor understands these terms.

## The Gramophone Dog

SIR,—We notice in the current issue a  
very interesting supplement dealing with  
Display.

Naturally, we are most interested in the  
article by Mr. Harold B. Pereira, dealing  
with statuettes. In this article there is  
a reference to the Gramophone Dog,  
which Mr. Pereira states was made in  
plaster.

This is a mistake, as the original  
Gramophone Dog Models were made of our  
Papier Mâché material.

THE PYTRAM MANUFACTURING CO.

## "Fresh and Attractive"

SIR,—Under this heading, you state in  
this week's issue that the booklet just  
issued by Messrs. The Shell Mex. Ltd., has  
been printed by 2-colour line half-tone  
photogravure.

We wish to contradict this statement  
as we printed this by means of our photo-  
offset process. It is one of the most  
successful productions by this process  
that we have so far produced.

p.p. William Popper and Company, Ltd.  
DAVID H. POPPER,  
Managing Director.

## "Truth"

SIR,—With reference to the particulars  
given last week in THE ADVERTISER'S  
WEEKLY, concerning the registration  
in the foreign list at Somerset House  
of an Australian concern entitled "Truth  
and Sportsman," Ltd., it may be well  
to point out that this company is in no  
way connected with the Truth Printing  
and Publishing Co., Ltd., of 10, Carteret  
Street, Westminster, the proprietors of  
the famous British weekly, *Truth*, which,  
this year, celebrates its fiftieth anniversary.

LOUIS KAUFMAN,  
General Manager.

# KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and pulls-and pulls*

"Past experience has proved to us that it is even unnecessary to 'key' advertisements in the 'Daily News.' **We can rely upon results.**"

Mr. A. E. Whitelaw, of Messrs. Fleming & Whitelaw, Marketers of Preservene Soap.

**The 6 consecutive**  
**Full Front Pages in the**  
**Daily News**  
**of PRESERVENE SOAP**

(August 30, 31, September 1, 2, 3 and 4, 1926)

prove once again that the advertiser can rely upon the  
"Daily News" for the best and most profitable results.

One whole front page in the "Daily News"  
brought over 10,000 applications for  
samples of WEX by one post alone.

**Book your pages while the dates you  
want are still vacant. Particulars from**

Advertisement Office : Bouverie House, Fleet Street, London, E.C.4.



# Ready Oct. 1st.

This New Weekly, which has the whole-hearted support of the Scottish Churches, will be welcomed in every Scottish home. Advertising space is rapidly being filled, and if you are handling a good-class product or service, we strongly advise you to

**book your  
space now**

The guaranteed circulation of "THE SCOTS OBSERVER" is 60,000 copies per issue for the first four weeks, and the cost of space is 10/- per single column inch, and pro rata Flat Rate. Agency Discount is 15 per cent. If proofs are required, copy for the first issue must reach us not later than September 24th.

Write for dummy and further particulars to:—

JOHN M. MACLEAN & CO  
7, Royal Bank Place, GLASGOW



## CLUB NOTES & NEWS

### What's On

*Birmingham*, Imperial Hotel, Tuesday, "How to Make Birmingham Better Known," Mr. A. H. Railton, Chairman.  
*I.S.M.A., London*, Holborn Restaurant, 8.30 p.m., Thursday, annual general meeting, preceded by dinner at 6.45 p.m.

### Birmingham—The Annual Meeting

The annual meeting of the Birmingham Publicity Club was held at the Imperial Hotel, Birmingham, on Wednesday, September 1, Mr. Walter L. Chance was in the chair, and there was a good attendance.

In the committee's report, presented by the Hon. Sec. (Mr. J. A. Stead), it was stated that:—

The number of committee meetings held during the year was 11.

The committee would again express their regret at the loss they have sustained in the death of Lieut.-Col. Moody of the *Stourbridge County Express*. Colonel Moody, although unable to attend the meetings often, was deeply interested in the club and his advice and assistance were always at their disposal.

A message of condolence with Mrs. Moody and the family was sent on behalf of the club.

This event left a vacancy on the committee which was filled by the co-option of Mr. L. Thorneloe of the *Birmingham Gazette*.

The question of inaugurating an educational section in connection with the club was discussed and particulars were obtained from various sources as to the form the general effort should take, but it was felt that at the moment the time was not ripe as far as Birmingham was concerned, and the matter is being kept before the Committee to be dealt with in the near future.

Upon the proposition of Mr. W. Henman, seconded by Mr. O. Rivington, the report was adopted.

Mr. H. S. Booth (Hon. Treasurer) presented the financial statement, and expressed regret that it had not been possible to print and circulate it. The statement showed that a balance of £40 15s. 10d. was brought forward, 78 subscriptions at £1 1s. were received, and one of £3 3s., making £85 1s. There was a loss of £11 6s. 3d. on the dinners. The sum of £51 1s. 5d. was carried forward.

Upon the motion of Mr. S. D. Toon, the balance sheet was adopted.

Mr. Toon proposed that the officers and committee be elected *en bloc*. President, Mr. Gilbert C. Vyle; Treasurer, Mr. H. S. Booth; Secretary, Mr. J. A. Stead. Committee: Messrs. W. R. Hood, H. W. Eley, A. H. Railton, E. C. Sims, E. L. Thorneloe, W. Henman and H. C. Longley.

In regard to the election of the Hon. Auditors, Mr. W. Henman suggested that one of the two should retire each year. Messrs. Toon and Wilson were elected.

The Hon. Sec. expressed the belief that a thoroughly good programme had been arranged by the committee for the first half of the session. He hoped that Mr. Greenwood, of Alfred Bird and Sons, Ltd., would preside at the meeting on October 13, and that at the meeting on November 24 Mr. Booth, District Superintendent of the Great Western Railway Co., Snow Hill, would fill the position.

Mr. Henman said in regard to the first two meetings the idea was not merely

to make Birmingham goods better known, but to endeavour to enhance the prestige of the City itself.

### WHERE IS INSTALMENT SELLING LEADING US?

Mr. Cecil Chisholm says it teaches foresight, at the Manchester Publicity Club.

"Is instalment selling sound from the social point of view? Is it not teaching the working people to mortgage the future? There are many Lancashire people who are buying cars—with not a chance of paying for them."

THIS was the criticism levelled at instalment selling by Mr. Crossley of the Manchester Publicity Club, at their Tuesday luncheon at the Midland Hotel (Mr. Eric Shofield in the chair). Mr. Cecil Chisholm had been speaking on "Where is Instalment Selling Leading Us?"

In a very concentrated address he had defended instalment selling against the charge of its being a menace to national finance and a social evil. Yet there seemed to be considerable feeling in the meeting that there was a social peril and a financial danger involved.

Mr. Chisholm contended, however, that instalment selling was training the worker to think ahead and to save. So far from tending to increase extravagance, he believed that it was teaching him to spend his money more wisely, and with much greater thought for the future. Money that formerly was frittered away was now being spent on household articles that had a resale value.

### Thinking Ahead

"By instalment selling, kept within proper limits, you people who market and merchandise goods are doing what the schools and the economists have failed to do. You are teaching the average man to think ahead and to budget ahead."

"Admittedly you may be putting greater temptation before the wage-earner. You may be puzzling his mind by a greater variety of choice."

"What is the remedy for this?"

"One thing we ought to teach the boys and girls in the schools to-day is the art of the expenditure of wages, so that they have a margin. As the prosperity of this country increases, as I believe it will ultimately increase, the wise spending of good wages will become a real problem."

"On the other hand, while we in this country understand high finance better than any other nation, when it comes to the small man building up a small business, do we realise all that the American and the German have realised about methods of making your money work overtime? Instalment selling is teaching the business man and the consumer to make his money work more rapidly. Surely this is a good thing from every point of view?"

In reply to a vote of thanks, proposed by Mr. Dixon and seconded by Mr. Buley, the speaker said that Manchester business men appeared to want a great deal of further information on instalment selling. He would be glad to go into the legal aspect of the matter on another occasion, particularly if he could have a little more time.





Would the salesman give the invitation if he were not sure? The car has never let him down yet: it is not likely to now.

### Reputation Counts.

That is where an old-established magazine like THE WINDSOR scores. The public knows it: advertisers know it and have proved it. It extends to you what is at once an invitation and a challenge.

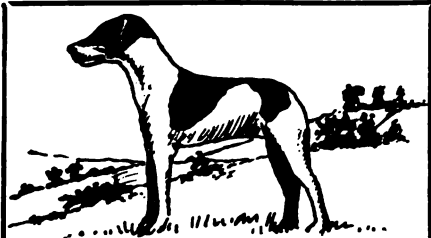
*Take a trial run*

*£45 per page and pro rata*

# THE WINDSOR MAGAZINE

Warwick House, Salisbury Square,  
LONDON, E.C.4.

Telephone : City 8650 (five lines).



## What is Wrong?

The tail is missing! Just so!  
It is obvious at a glance.

It is a pity that omissions in advertising campaigns are not always noted as quickly. Only too often, cleverly devised and well-written advertising fails in its effect because half the public don't see it. Large sections of the public are left untouched.

Are you sure you have made no omissions in YOUR newspaper appropriations? Is your scheme quite complete?

There are over two million Catholics in England alone and three million in Ireland. This huge market is open to you through the "Catholic Times"—the most influential and widely quoted Catholic newspaper in the world. It has an enormous circulation in both Great Britain and Ireland. Advertisers should note this fact and include

**Catholic Times**  
CATHOLIC OPINION.  
THE ORGAN OF THE CATHOLIC BODY.

(£25 0 0 per page and pro rata)

in their campaign if they wish to reach the whole of the Catholic world.

Specimen copy sent free with advertisement rates on application to:

The Advertisement Manager,  
**The Catholic Times,**  
8, Bouverie St., Fleet St., E.C.4

Telephone—Central 4909.

Telegrams—"Catholicus, Fleet, London."

# Publication Notes and News

## Net Sales Issue

The *Daily News* has issued its net sales this week in very attractive folder form. The certified average net sales during June were 614,988 daily. Those of the *Star* were 756,536 daily.

## 52-Page Paper

The *Daily Telegraph*, Sydney, on June 18, contained no fewer than 52 pages. The ordinary paper comprised 24 pages, while a special supplement on "Wonderful New South Wales" occupied the remaining 28. A very large amount of advertising was carried.

## "Orbit's" Third Volume

The *Orbit*, the organ of the Faculty of Arts, has commenced its third volume. The September number carries a good quantity of advertising, and the paper is excellently produced.

## "Built to Last"

With the above for a title, the Austin Motor Co., Ltd., have produced a very fine 16-page book, dealing with the construction of the Austin all-metal coachwork. It is printed in two colours throughout on art paper, and each section of the coachwork is clearly illustrated and explained.

## New Tangier Paper

A new British weekly paper has appeared in Tangier. It is called the *Weekly Times*.

## New Scottish Weekly

*Sport Up To Date* is the name of a bright Scottish weekly, the first number of which came out last week. The publishers are Messrs. Jas. Hedderwick & Sons, "Citizen" Buildings, St. Vincent Place, Glasgow.

## On Process Blocks

W. G. Briggs and Co. have produced this week an excellent book on process blocks, which contains very helpful information for newspaper and advertising men. The many various types of blocks—line, half-tone and colour—are amply illustrated. One page shows a photograph reproduced nine times, in different screens. Facing this is an article on the right screen to use for various types of work. On another page a photograph is reproduced twelve times, showing many treatments of blocks, borders, cut-outs and so on. The book is packed with really interesting and valuable information about blocks.

## Visit to "Independent" Offices

The Buyers' and Managers' Association of the Sheffield and Ecclesall Co-operative Society and the Brightside and Carbrook Co-operative Society last week visited the premises of the *Sheffield Independent*, where the visitors saw something of the process of newspaper production in the machine room, printing department, art department and in the Creed room. They were welcomed by Mr. W. W. Chisholm (director), Mr. H. J. Staines (general manager), Mr. W. S. Robinson (editor), and Mr. W. N. Myers (advertisement manager). Mr. W. N. Myers read a paper on "The Use and Value of Modern Advertising."

## Fleet Street Office Lease

The *Belfast Telegraph* have acquired the lease of the *Glasgow Herald* building at 112, Fleet Street.

## Poster Display

Hints on the display of posters for the guidance of the Southern Railway staff are given in a well-illustrated article in the *Southern Railway Magazine*. The article is by Mr. J. B. Elliot, the Advertising Assistant to the General Manager.

## Clever Promotion Matter

The *Sunday Chronicle* has issued a very clever folder in connection with its concrete house. An attractive coloured sketch on the front shows a visitor in a furniture salesroom, saying "That's the piece I shall choose for my *Sunday Chronicle* Concrete House Scheme." It is pointed out that all the materials and furniture in the schemes submitted by the competitors for the house must be selected from advertisements in the *Sunday Chronicle*.

## THE 25th MILESTONE

### Anniversary Dinner of Amalgamated Publicity Services

MR. ARTHUR CHADWICK and his colleagues of Amalgamated Publicity Services, Ltd., entertained a large and representative gathering of advertising men to dinner at Claridge's Hotel on Monday evening to celebrate the passing of the twenty-fifth milestone in the history of the firm.

The menu was appropriately shaped like a milestone, and before Mr. Chadwick on the dinner table was a neat model of the twenty-fifth milestone. It gave opportunity to one or two speakers to be facetious about it being grass grown and moss grown, but the neatest use of it was made by a speaker who suggested that it was made of india-rubber and could be used to erase all the mistakes of the past quarter of a century.

Mr. Sidney Pascall proposed the toast of the evening, "The Twenty-Fifth Milestone," and Mr. Arthur Chadwick replied in sincere and moving words. His colleagues on the board proposed the toast of "Our Guests," the principal reply to which was made by Mr. Birrie Macdonald, President of the Rotary Club of New York. Mr. Macdonald spoke on the subject of Anglo-American understanding and friendship, and was particularly happy in his analysis of the American character and its differences from the English. There was no musical programme, the "harmony" being provided by friendly conversation.

## Gordon Selfridge Trust

Further details are now available in regard to the formation of the Gordon Selfridge Trust. The trust is being formed by Mr. H. Gordon Selfridge and his son, Mr. H. G. Selfridge, to acquire from them the whole of the ordinary share capital of Selfridge and Co., with the object of acquiring and retaining control of the latter. The capital will be £2,000,000 divided into 1,000,000 6 per cent. preference shares and 1,000,000 ordinary shares of £1 each, and it is expected that an issue of 1,000,000 preference and 100,000 ordinary shares will be made.

# Display Men's Convention at Oxford

Art versus Higgledy-Piggledy—The Art of Window-dressing  
(From Our Own Correspondent)

OXFORD, MONDAY.

THE second National Display Convention opened at Oxford on Monday under the happiest circumstances. The delegates included one from Switzerland, and are being housed within the walls of the famous Balliol College.

Mr. A. Stanley Brooke, as President of the Oxford and District Display Association, is acting as chairman.

Chief among the messages of greeting received were those from the President of the German Association of Window Display Associations, Berlin; Incorporated Sales Managers' Association, Messrs. Derry and Toms, Sir Charles Higham and the President of the Leicestershire Window-dressers' Association.

The Mayor of Oxford, in a civic welcome, said a great change had taken place in Oxford—the old luxury, not to say listless air of repose, had disappeared. Oxford had now become a great shopping centre which somehow managed to keep busy all the year round.

Mr. A. Stanley Brooke, welcoming the delegates in the name of the local Association and the Chamber of Trade, said this country was somewhat slow in recognising the value of display and publicity as a means of advertisement. Certainly in comparison with a country like America they had not tackled the subject as they

should have, and therefore they were a little behind. But with the coming of Display Associations this country had certainly had the call, and it was up to them to answer it to the best of their ability.

Two things tradesmen must ask themselves: "Is it a pleasure to look in our windows?" and "Does our window display create sales?"

Sir Michael Sadler addressed the delegates as the representatives of a new branch of applied art. Were they wrong in thinking that in their plans they were trying to put the science of art in place of higgledy-piggledy? Were they wrong in thinking that what they were trying to do was to put emphasis in place of incoherence? If the shop window was to be anything approaching a picture it must be a selection and not an encyclopedia.

OXFORD, TUESDAY.

Mr. Jack Wilson, display manager at Derry and Toms, gave a lecture demonstration in which he dealt with the use of the imagination. At one time, he said, window display took the form of symbolisation for the benefit of those who could not read. In those days bottled fluids, for instance, showed the trade of the apothecary, and from such a simple beginning window display had developed until no artistry could be spared in its achievement, although a few years ago

window display was considered an unnecessary evil.

Even a bank, according to Mr. Wilson, might have its display, and how better than a scene suggesting the romance of a desert island, with a treasure chest in the foreground, a skull and cross bones on the ground and a notice suggesting the following truth: "To-day there is no need of hoarding one's wealth. It is necessary to safeguard one's securities. This bank will therefore welcome your accounts."

Mr. A. A. Jackman, display manager of Gunns, Ltd., London, devoted his lecture demonstration to the subject of "Illustrating Colour in Paint Display." He said paint was rather a drab thing to talk about, but, generally speaking, paint display presented fewer difficulties than any other line of hardware goods. In featuring paint, a striking background of colour was the backbone, and careful attention to balance and general lay-out was really necessary.

Mr. Longley Powe, speaking on "Tailors' Displays," said if they designed a display to advertise the economical side of the matter, their price cards were large and they dwelt upon the subject of price to a large extent, but if they were appealing essentially to a man's pride the price cards were small and the appeal was directed to another side of the question. He agreed that personality should stamp their displays, but it should not be their own personality entirely, but 25 per cent. of their own personality and 75 per cent. personality of the firm. His firm aimed at balance in their window dressing, and they believed in open display. They also aimed at a natural even flow in their draping.



**IF YOUR GOODS ARE  
FOR WOMEN YOUR  
ADVERTISING IS FOR  
WELDON'S**  
(FAMOUS FASHION JOURNALS)

WELDON'S LTD, 30-32 SOUTHAMPTON STREET, STRAND, LONDON, W.C.





## THE NEW COLOUR PRINTING A Practical Demonstration

of the "Selectasine" patent process of Silk Stencil colour printing will be given from Friday, 10th Sept. till the end of the month at 82, Borough High Street, London, S.E.1.

Colour Printers, Advertising Agents, Ticket Writers and others interested in High Class Colour Printing are cordially invited. The "Selectasine" process has the following unique advantages:

"Selectasine" is cheaper and quicker as it eliminates plates, stones, etc.

"Selectasine" printing is real art printing as each copy has the appearance of being the original painting.

"Selectasine" printing may be done on any material—paper, glass, metal, cloth, wood, leather, rubber and its substitutes, etc., or direct on cheapest cardboard.

"Selectasine" printing is also particularly useful for small runs of showcards, etc., as these can be produced at an economical price even when a number of colours is required.

"Selectasine" prints cannot fade, will stand all weathers, and can be washed, oil paint only being used in the process.

ENQUIRIES INVITED TO

**SELECTASINE PATENTS**  
**82, BOROUGH HIGH STREET,**  
**LONDON, S.E.1.**

*Nearest Stations: MONUMENT (Underground), LONDON BRIDGE, (S.E.R.)*

# Don't lament

the dearth of good men.

Here is the very man you need as Sales-Advertising or Commercial Manager.

He has exceptional qualifications and a very fine record of success.

He is keen, young and healthy and thrives on responsibility.

Let him call on you and judge for yourself.

Write Box 334, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

### ADVERTISE IN CORNWALL.

**The West Briton  
& Cornwall  
Advertiser**

**Largest Guaranteed  
Circulation of any Cornish  
Newspaper.**

*Published in Truro every  
Monday and Thursday.*

*London Office:*

151, Fleet St., E.C.4.

Mr. J. T. Robson. Telephone, Central 4438

**BLOCKS.**

LET US INTRODUCE YOU TO

**SERVICE & QUALITY.**

**GEE & WATSON LTD.**  
61 SHOE LANE, FLEET STREET, E.C.4

### ART IN ADVERTISING

**M**ORE than five hundred commercial art designs are collected in the exhibition now being held at the offices of Messrs. Haycock, Cadle and Graham, Ltd., at 80, Fleet Street. The show has been organised by the firm with its affiliated artists and authors, with Miss Evans as the general supervisor and "hanging committee," and it offers to users of art for the purposes of display and advertising an opportunity of studying and comparing the effectiveness of the many different types of work that are in the market at the present time.

Consideration of such an exhibition must inevitably narrow down to commentary on the work of two or three outstanding personalities, but in fairness it must be said that those who stand out are exceptionally gifted and that the standard of work throughout the exhibition is very high.

And it must also be said that the names of the artists who stand out in this exhibition are not those that are ordinarily bandied about in conversation, either in Chelsea or in Fleet Street. The secret is two-fold—a new idea and personal expression.

Miss Gwyness Hudson, for example, with her two designs for adapting the trade mark to the poster has a distinct technique and a distinct freshness of idea. Mr. Bethell Jones in much of his work, but notably in the booklet "Not for Foreigners," shows novel and pleasant colour combinations, perfectly attainable by the well-equipped printer. The artist whose designs show the most promise, however, is Mr. G. G. Brien. Here is an artist who has the matter of selling well ingrained, and in addition has the gift of striking and balanced design. Adrian Miller's work, again, is effective to a marked degree.

Many well-known artists, among them Charles Dixon, Horace Taylor, and Karl Hagedorn, are represented by characteristic work, and the whole exhibition is one in which the buyer of art work for commercial purposes can profitably spend quite a long time. For buyers, though they seldom admit it, have quite a lot to learn about commercial art, and do not often have a show of it so close to the office doorstep.

### FILMS THAT SELL GOODS

**P**UBLICITY film production has grown considerably during the past few years, and it has attracted the attention of several skilled producers. Mr. Victor W. Rowe, who has been twenty-five years in cinematography, showed a series of his advertising films at a studio in Wardour Street the other day.

Mr. Rowe utilises three methods in production, the animated cartoon, the Bray system for scientific and demonstration purposes, and real life. The screen has, of course, exceptional facilities for "bringing the product to life," and even so inanimate an object as the telephone can be, and has been, most effectively dramatised.

Another feature of Mr. Rowe's production at St. Kevin's Studios in Clapham Park is the presentation of films with wording in many languages, so that they can be used by manufacturers' agents abroad. Films made by him for leading international advertisers are now showing in many foreign countries. And, so adaptable is the medium, many are showing at local cinemas for local advertisers only.

**CURRENT ADVERTISING**

**Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings**

C. Vernon & Sons, Ltd., have commenced placing new business for Daniel Neal and Murdoch and Spencer Pianos, and have renewed for Abbey Road Building Society.

Smith's Agency, Ltd., are giving out for Ryder's Bulbs, and have a scheme in hand for a new line—Sharps' Chocolate-coated Super-Kreem Toffee.

Arks Publicity, Ltd., are again booking space for Mullard Valves.

Osborne-Peacock Co., Ltd., have business in hand for the Brownie Crystal Set.

Erwin, Wasey & Co., Ltd., have new advertising going out for Goodyear Tyres and Eversharp Pencil.

John Haddon & Co. have increased displays for Tungstone Accumulator, and are issuing instructions for Players' "Digger" Empire-Grown Tobacco.

London Press Exchange, Ltd., are handling a new appropriation for Staples Mattress and increasing for Grape Nuts.

S. Davis & Co. have recommenced for British Thomson-Houston Wireless.

Sells, Ltd., have been booking space for Marconi Valves, Raleigh Cycles and for Lipton's.

A. J. Wilson & Co. are handling another scheme for Amplion Loud Speakers.

J. M. Walker & Co., Ltd., have an appropriation in hand for General Radio.

Publicity Specialists have been placing space for Irvine's Yeast Vite Tablets.

R. Anderson & Co. have considerable business in hand for Heppells.

S. H. Wright & Co. are now handling advertising for Lasco.

C. Mitchell & Co., Ltd., have placed new season's appropriation for California Syrup of Figs.

W. G. Huxley is responsible for advertising for Ever-Ready Bottle Gum.

Gordon & Gotch, Ltd., have increased displays for British & Dominions School of Drawing.

Paul E. Derrick Agency, Ltd., have booked newspaper space for P. & R. Accumulators.

Harman-Featherstone Co. are again placing for Electron.

Engineering Publicity Service, Ltd., have business for Fellowes Wireless.

Clarke, Son & Platt, Ltd., are handling season's advertising for Carter's Seeds.

Samson Clark & Co., Ltd., have recommenced giving out for Kolynos.

G. Street & Co., Ltd. (Gracechurch Street), have been placing new business for Sunripe Cigarettes.

Bertram Day & Co., Ltd., have renewed placing for Cleartron Radio.

J. H. Wilson has business in hand for C.A.V. Radio.

Milton Agency, Ltd., have a new line in hand named Pucca Underwear.

D. C. Cuthbertson & Co., Ltd., are booking space in Christmas Numbers for the "Take-about Bed Table."

Roy Hardy, Ltd., are placing advertising for the film "Les Misérables" to be shown at the Rialto, and are placing renewals for the Service Furnishing Society, Ltd.

Dorland Agency has been placing business for Siemens Lamps, Silvertown Wireless Accessories, Wilkinson Razor, Valor Perfection Heaters and Caley's Marching Chocolate.

Spottiswoode, Dixon & Hunting, Ltd., have been placing for the Reliance Electrical & Maintenance Co., Ltd.

Press Publications, Ltd., are placing for Warner's Corsets.

# The moment you put your foot on South African soil

You will find that "**The Homestead**" is a household word among the women-folk of that country.

Being entirely a woman's Paper, covering the land from the Zambesi to the Cape, "**The Homestead**" obtains first place on most South African and Overseas National Advertising lists for household lines.

If your goods appeal to the women-folk of South Africa, "**The Homestead**" should be your first medium.

*Specimen copy and fullest information willingly supplied on request to*

SOLE REPRESENTATIVES:

**ARGUS SOUTH AFRICAN  
NEWSPAPERS - LTD.**

72 Fleet Street, London, E.C.4

# It appeals to Class!

If you have goods to sell which appeal to the woman keenly interested in her personal appearance, advertise them now in *Hairdressing Illustrated*. The sales of fine soaps, perfumery, beauty preparations, dressing-table knick-knacks, etc., cannot help but go up if they are advertised to the woman who loves beauty in *Hairdressing Illustrated*.

*For an intensive circulation amongst the well-to-do women use*



## HAIRDRESSING ILLUSTRATED

Phone  
CENTRAL 562

& Beauty Fashions Review

6d.—36 pages, Rates and Specimen Copy gladly sent, on request to:—

PAYNE-JENNINGS PUBLICITY LTD.,  
6, Vigo Street, Regent Street, W.1. (GERRARD 4303.)

*Your letter Box!*

will be sufficient proof that advertising in the "Christian Herald" pays. It goes into 250,000 homes every week, and every copy can be a Travelling Salesman for your goods. "Christian Herald" readers have confidence in the goods it advertises, for experience has taught them that their confidence is never abused.

**250,000**

Travellers working for you are bound to bring orders. The following letters from satisfied "Christian Herald" advertisers speak for themselves.

**7,500** Cash Orders were received from Two Small Advertisements costing £13 10s.

A firm of Scottish Hosiery Specialists write:—

"We have orders every day in response to advertisement in your paper."

A North of England Cash Drapery Store says:—

"We have had so many enquiries for our Spring Catalogue that the whole issue of 5,000 copies has been used."

A Hertfordshire firm reports:—"We had excellent results from last advertisement."

The circulation has averaged well over 250,000 copies weekly for the last 20 years. Assuming each copy to be read by three or four persons, the advertisements come under the eyes of

**A MILLION READERS.**

Specimen copy and Rate Card on application to Advertising Manager,

**THE CHRISTIAN HERALD**

**6, TUDOR STREET,  
LONDON, E.C.4.**

### ADVERTISER'S GAZETTE Legal, Financial, and Company Notes and Reports of Interest to the Advertiser

#### JOINT STOCK COMPANIES

At the expiration of three months from September 3, 1926, the names of the undermentioned companies will, unless cause is shown to the contrary, be struck off the Register and the Companies will be dissolved:—

Betterways, Ltd. Registered March 13, 1912. (Note: Another company with the same title is believed to be carrying on business at the present time.)

British Sign Manufacturing Co., Ltd.

#### COMPANIES ACTS INTENDED DIVIDEND

Fas Publications, Ltd., Aldwych House, Aldwych, London. (00574 of 1925.) Last day for receiving proofs, September 15, 1926. Liquidator: G. D. Pepys, Official Receiver and Liquidator, 33, Carey Street, W.C.2.

#### WINDING-UP PROCEEDINGS

Under a compulsory winding-up order made in March last against **Tenur, Ltd.**, 1c, King Street, St. James's, S.W.1, accounts have been submitted showing gross liabilities £5,141 of which £2,511 are expected to rank for dividend. Assets valued at £2,619 are absorbed by debenture claims, and with regard to contributories there is a total deficiency of £2,514, the issued capital being only £3.

Mr. G. D. Pepys (Official Receiver and Liquidator) reports that the company was formed in February, 1924, with a nominal capital of £100 to acquire certain rights and benefits in connection with an electric advertising machine called "Mirovista," in respect of which letters patent for Germany had been obtained. The company acquired from Mr. C. G. Moller, of Denmark (the vendor), the sole selling rights in Great Britain and Ireland, France, Switzerland, Italy, Holland, Belgium, Spain, Portugal, Sweden, Norway, Turkey, and the U.S.A., and it was also to apply for the international registration of the trade mark "Mirovista." The company entered into contracts with two firms for the exclusive right to use and vend the invention in Great Britain, Ireland, the Channel Islands, the Isle of Man, and South America, but they failed to take the minimum number of machines provided by the contracts, and proceedings commenced by the company for breach of contract were pending at the date of the winding-up order.

The failure of the company is attributed to such breach of contract and to inability to find a further market for the company's goods.

#### FIRST MEETING OF CREDITORS

At Bankruptcy Buildings, Carey Street, W.C., on September 1, the statutory first meeting of the creditors was held under a receiving order made on August 16 against Brooks Publicity Service (a firm), 57-8, Chancery Lane, W.C.

Mr. Walter Boyle (Senior Official Receiver) presided, and having dealt with 21 proofs of debt aggregating £1,132, stated that the receiving order was made on the petition of Graphic Publications, Ltd., and Graphic and Bystander, Ltd.

The chairman further stated that Thomas Brooks had attended in the proceedings, and in course of preliminary examination had stated that prior to



1916 he was in Canada where he was employed for four years as an advertising manager. Early in 1916 and until late in 1919 he served in the Canadian Forces. In 1921 the present business of Brooks Publicity Service was commenced by him at 27, Chancery Lane, W.C., where he had the use of an office. He had no capital when he started, his income being assured by two good clients. He remained there for a year, and his business was quite successful. He afterwards took two rooms at 57-8, Chancery Lane, W.C., where he had since continued the business. He was successful until early in 1924, when he incurred several bad debts, from which he had never recovered. But for pressure by creditors he was confident that his position would have been cleared up by the end of the present year. During May last, realising his position, his accountants called a meeting of his creditors, but owing to the general strike there was a poor attendance, and a second meeting was held on July 1 at which the debtor offered, through relatives, 6s. 8d. in the £. The creditors present were unanimous in their acceptance, but the petitioners, who were not present or represented, refused the offer, and the present proceedings followed. The debtor estimated his liabilities at £1,400. As regards assets, the Official Receiver said there were a number of documents in Canada relating to property, but he could not say whether they were of any value or not. The debtor attributed his failure to bad debts incurred in 1922 and depression in trade.

Asked if he had any proposal to make to the creditors, Mr. Brooks said he would like that meeting to be adjourned as he wished to make an offer of 5s. in the £ payable in cash.

In the absence of any opposition the meeting was adjourned for three weeks to enable the debtor to submit his proposal.

#### NEW COMPANY

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

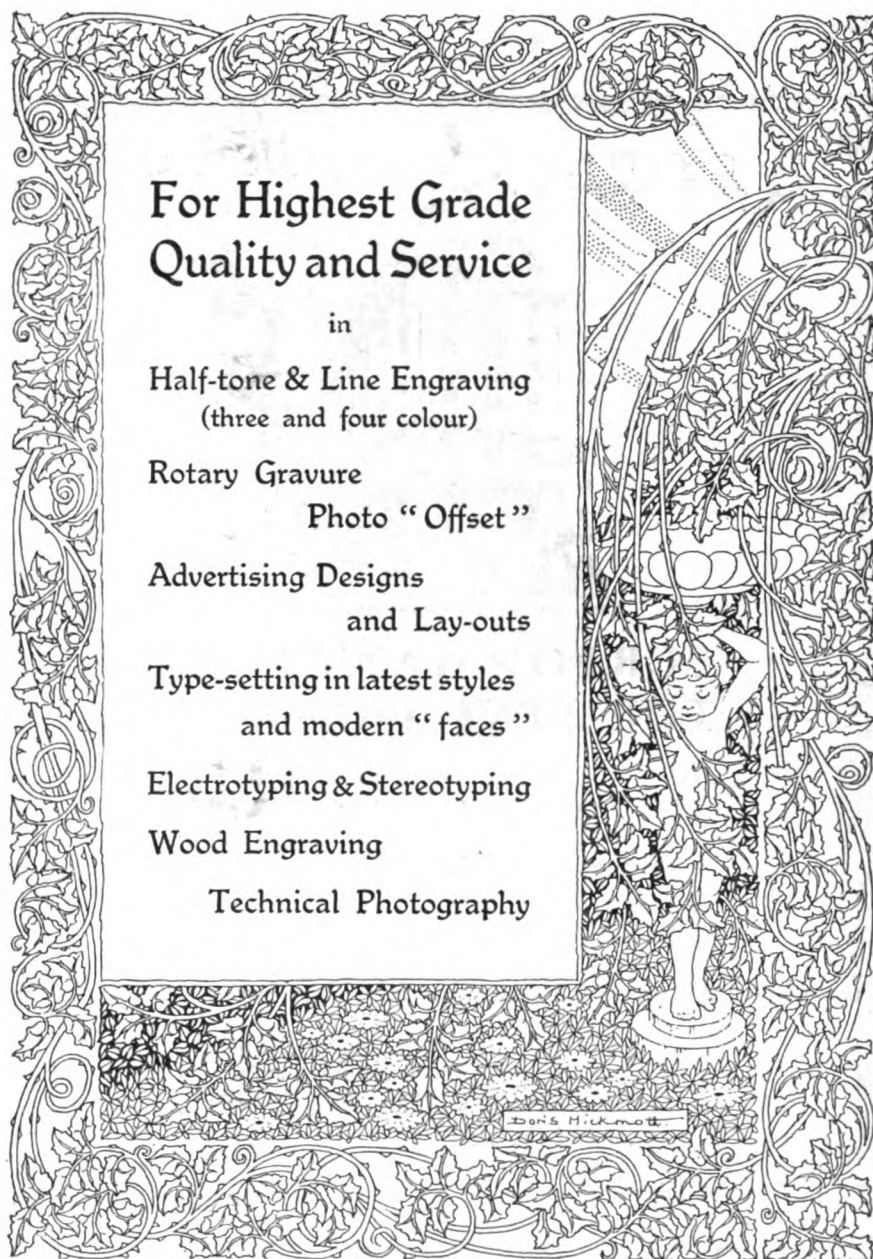
**Northern Supply Company (Blackburn), Ltd.** (215,979).—Private company. Registered September 1. Capital £300 in £1 shares. Objects: To carry on the business of general providers, manufacturers of and dealers in advertising calendars, models and novelties, etc. The permanent directors are:—H. Smalley and T. R. Mitchell. Solicitor: J. Sharples, 36, Northgate, Blackburn.

#### MR. A. R. COLE MADE DIRECTOR Mr. Brace Succeeds Him in London

His friends will be glad to learn that Mr. Alan Ramsay Cole, who for several years past has been manager of the London office of A. McKim, Limited, advertising agents, Canada, has been elected to the directorate of the company. Mr. Cole is to be congratulated on this recognition of his advertising and business capacity.

He will now be at the head office of the company at Montreal. Before taking charge of the London Office he spent some years with the company as an account executive in Montreal and Eastern Canada and the Eastern United States field.

Mr. Cole has been succeeded in London by Mr. Wm. T. Brace, whose connection with the company extends back some years, and whose knowledge of Canada and Canadian advertising was also secured by first-hand experience with McKim's and as Sales Manager for Canada of an organisation whose goods are known from coast to coast.



**For Highest Grade  
Quality and Service**

in

**Half-tone & Line Engraving**  
(three and four colour)

**Rotary Gravure**  
**Photo "Offset"**

**Advertising Designs**  
and **Lay-outs**

**Type-setting in latest styles**  
and modern "faces"

**Electrotyping & Stereotyping**

**Wood Engraving**

**Technical Photography**

## JOHN SWAIN & SON, LIMITED

89 - 92 SHOE LANE, LONDON, E.C.4

GLASGOW - 332 Argyle St.  
MANCHESTER 10 New Brown St.  
Telephone: CENTRAL 9333 (5 lines.)

Works: BARNET  
BRISTOL 43 Broad St.  
PARIS - 34 Bd des Italiens  
Telegrams: "ISOCHROMATIC, LONDON."

### SAY IT NEW-WAYS

YES, PHOTOGRAPHICALLY

**LILYWHITE LTD.,**

of TRIANGLE, HALIFAX.

the Originators, can help you.

### ADVERTISING.

Progressive Advertising Agency, with ample capital, and fully equipped to handle more business, requires Man with connection who can bring new accounts. Interview by appointment.

Box 326, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

To Firms Seeking Wealthy Markets

### "PINANG GAZETTE"

Oldest Daily in Malay. STRAITS SETTLEMENTS  
"LA RAZON" BUENOS AYRES  
150,000 daily

London Representatives:

FREEMAN & CO., 3, Paternoster Row, E.C.4

### Provincial Newspaper Proprietors

DESIRING A

### LONDON REPRESENTATIVE

should communicate with the Advertiser, who has a London experience of many years' standing, and can if necessary provide his own office. — Address: Box 333, Advertiser's Weekly, 66, Shoe Lane, E.C.4.

## DORLAND HOUSE



## PERFORMANCE IS THE BEST PROMISE

The astute business administrator prefers to entrust his advertising to firms of performance rather than to firms of promise—for performance is the best promise.

The fact that DORLAND has served numbers of Britain's greatest advertisers for an unbroken period of many years is the best possible promise that it is able to serve you efficiently and exceptionally.

Consult us upon all matters relative to advertising in Great Britain, the European Continent, or any part of the world.

*A Director of the Agency will attend your offices for a conference at any time without placing you under any obligation.*

DORLAND



DORLAND AGENCY LTD., DORLAND HOUSE, 14 REGENT ST., S.W.1  
Paris. New York. Atlantic City. Buenos Aires. Rio de Janeiro

## We Hear—

THAT the dailies are now getting well away with the business, which is much easier to secure than has been the case during the past few weeks.

THAT it is not only the London newspapers that are benefiting by the activity in the giving out departments, for the leading provincials are getting a substantial share of what is going.

THAT advertising men who look after City business are all expectant about the new Selfridge Trust and anticipate that Mr. Gordon Selfridge on this occasion will again demonstrate his faith in widespread publicity, and—

THAT this is understood to be only one of the big things to materialise at an early date.

THAT "the Big Five," as the London Banks are known in commercial circles, have gradually been adopting a less conservative policy in publicly making known by advertisement the services they offer their customers; but—

THAT the latest phase in Bank publicity has been the publication of a brochure by Lloyds Bank which marks a still further advance in advertising of the kind.

THAT Alderman Tom Bickerstaffe, the popular mayor of Blackpool, who endeared himself to all who met him at the Advertising Convention, secured a fine advertisement for the town last week when he broadcast and took listeners in round the town to hear snatches of its musical attractions.

THAT another newcomer recently is the new firm of cross-word puzzle merchants who advertise "Fanner Puzzles."

THAT Mr. J. K. Starley, of the Rover Motor Co., who holds the £200 Cup of the Motor Managers' Union, playing at Barmouth golf links last week, won the Ansell Challenge Cup with a score of 81.

THAT Sir Charles F. Higham has been elected president of the O. P. Club (founded in 1900 by Mr. Carl Hentschel) in succession to Mr. James Agate, the well-known journalist.

THAT there is likely to be a good deal of advertising in the film business this autumn with the greater publicity given the production of British films.

THAT the first of the national advertisers located in Cottonopolis, Messrs. Joshua Hoyle and Sons, have added to their advertisements of the textile lines of their manufacture a postage stamp announcing the civic week.

Put **I**deas in your campaign  
It sells in the home

## We Hear—

THAT there is a doubt about the Scottish Motor Show—the biggest thing of the kind out of London—being held this season.

THAT the advertising of the Bean car having passed into the hands of the London Press Exchange, Ltd., this agency will place the makers' new season's programme.

THAT the Anti-Prohibition Campaign Council, a Scottish organisation with headquarters in Edinburgh, are placing displays in a number of newspapers published over the Border.

THAT Sir William F. Berry and a large party, including Sir Herbert Morgan, have been yachting, and shooting in the Highlands.

THAT the Amalgamated Press, Ltd., will shortly issue a new publication making a special appeal to women, and Messrs. George Newnes, Ltd., a new serial issue which should find a big sale among the class known as the new motorists.

THAT those publishing firms who make a feature of selling books on the instalment system are making preparations for autumn campaigns that include generous allocations for advertising.

THAT Mr. A. E. Hale won the Attenborough Cup (36 holes) at the North Surrey golf course last Saturday, beating his opponent by 6 and 5.

THAT there is considerable movement in Manchester advertising circles in anticipation of Manchester's Civic Week—which falls due at the end of next month.

THAT the Aldwych Club is making arrangements to give a real Aldwych welcome to Mr. Alan Cobham when the gallant airman returns to London on or about September 24.

THAT while London has its all-night chemists and little is heard in print about them, it is a Glasgow firm with two chemists' shops in the best shopping centre in that city that sets an example by boldly advertising its day and all-night service in the local newspapers.

THAT a reader-ad. now appearing headed "the Cambridge Victory" does not refer to Chivers' Cambridge-made marmalade but to that of Robertson's "Golden Shred," made many miles away from the University city.

THAT that favourite holiday resort, Southport, after widely advertising, attracted some 67,000 people last week to a wonderful three-day flower show, where the takings at the gates amounted to £9,000; and—

THAT recent enterprise by the powers that be included the entertaining of a party of Scottish journalists—Southport is increasingly popular with Scottish visitors—who returned home to sing the praises of "England's Seaside Garden City."

THAT Mr. D'Arcy Cooper, chairman of Messrs. Lever Bros., Ltd., has become chairman of the associated company, MacFisheries, Ltd., on the resignation of Sir Herbert Morgan.

*Hill, Siffken & Co*

# POSTERS SHOWCARDS CUT-OUTS BOOKLETS FOLDERS

The recent extensive additional facilities for production, combined with the services of highly trained Artists, places us in an exceptional position for the rapid execution of every description of

# BUSINESS PRODUCING PUBLICITY

*We invite your enquiries:*

**2, Crane Court, Fleet St., E.C.4  
& Grafton Works, London, N.7**

EDWARD HILL—Joint General Manager.

'PHONE OR WIRE—

CENTRAL 4948. "REPRODUCE, PHONE, LONDON."  
(2 lines.)



# 120,000 Booklets will produce more Business than 100,000



**I**F you can save 20 per cent. on your printing costs, you can issue 20 per cent. more Booklets . . . and those additional booklets will produce proportionately larger business. By reducing buying costs you reduce selling costs . . . and that is where Greenwood's of South Shields can help you. Their good Printing is produced at such keen prices that they are able to save you at least 4/- in the £ on your Printing bills. Let Greenwood's quote for your next Printing job.

*It costs you less when Greenwood's print it!*

## Greenwood Bros SOUTH SHIELDS



SESSION 1926-1927

## LECTURES

IN  
ADVERTISING & SALESMANSHIP  
BY

**Mr. CHARLES C. KNIGHTS**

at the following L.C.C. Institutes:  
UPPER MARYLEBONE ST.

Gt. Portland Street, W.1.

TUESDAYS, 7.15—9.15

THURSDAYS (2nd. Yr. Adv.), 7.15-9.15

UPPER HORNSEY ROAD

WEDNESDAYS, 7.30—9.30

CLAPHAM COMMON

FRIDAYS, 7.30—9.30

Enrolment Week: September 20—24

First Lecture: September 28th.

Details from CHARLES C. KNIGHTS  
14, Cavendish Rd., N.4. Mountview 5034

Yorkshire, West Riding

**Cleckheaton and  
Spenborough  
Guardian.**

AUDITED NET SALES  
for the first six months of  
1926—8,040 per issue, which  
is larger than that of any  
other local paper or series  
of papers.

London Office: 151 Fleet Street, E.C.4.  
Mr. J. T. Robson. Telephone, Central 4438.

**Three-Colour Printing**

**SPECIALIST**

Five Highest  
Awards

**A. CHRIS. FOWLER**

6, New Union St., Moorfields, E.C.2

## We Hear—

THAT few advertising men have ever listened to an after-dinner speech of the fervour and sincerity of that delivered by Mr. Pirrie Macdonald, President of the New York Rotary Club, at the 25th anniversary dinner of Amalgamated Publicity Services, Ltd., on Monday night.

\* \* \*

THAT a certain amount of attention was secured for a truck manufacturer's show-rooms in Kingsway last week by the bold slogan on a white background—  
“Jews come back here to buy.”

\* \* \*

THAT Mr. H. Wentworth James is recovering from an operation—“to the great joy of his creditors,” he says—and hopes to leave the nursing home before very long.

\* \* \*

THAT the production of a play about Mr. Pepys has sent the copy writers to a study of the famous Diary, with the result that quite a number of adaptations of the cheery gossip's manner of writing are now figuring in the advertisement columns.

\* \* \*

THAT the Annual Convention of German Advertising Men was held at Frankfort-on-Main last week-end, and—

\* \* \*

THAT a report of the gathering will appear in the next issue of the WEEKLY.

\* \* \*

THAT the annual athletic meeting of the Oxo Sports Club will take place on Saturday at the club ground, Ashgrove Road, Catford. An attractive programme has been arranged, and Mrs. Follett Holt has promised to present the prizes.

\* \* \*

THAT Mr. Murray Allison's straight talk about Press agenting to the B.M.P.A. caused quite a flutter among cinema men.

\* \* \*

THAT there has been a big attendance at the commercial art exhibition at Messrs. Haycock Cadle's offices.

\* \* \*

THAT Messrs. Kegan Paul announce for early publication “Vulcan”—in their famous To-day and To-morrow series—by Mr. Cecil Chisholm.

\* \* \*

THAT the Eddy Douglass Advertising Service are handling the advertising of a new toilet case, called the “All-Aboard,” that they are also commencing a new national campaign for Or-Lem Fruit Syrup and are issuing fresh instructions for “Accordian” flexible paints.

Advertise to the Workers in the  
**World's Pictorial News**  
The Paper that goes out of the beaten track

Advertiser's Weekly  
Friday, Sept. 10, 1926

SEP 21 1926

100 % Representation

# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20' a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

The regular  
Advance Booking  
of Space in

**"PUNCH"**

is the truest indication  
of its value to Advertisers

*Orders for space during 1927  
are now being arranged daily*

MARION JEAN LYON,  
Advertisement Manager, "PUNCH"  
80 Fleet Street, London,  
E.C. 4

# Safety.

Amid reefs and shoals  
take the safe channel ....  
Advertising in the 'Sunday  
Pictorial' is the safe, straight  
course to increased trade.  
It will pilot your goods  
straight to the homes of  
the 'worth-while' class  
as a whole. With  
effort and at one or  
you can success  
appeal to all those  
form the market for  
bulk of the nation's  
class merchandise.



*The*  
**Sunday Pictorial**  
CIRCULATION OVER TWO MILLION COPIES  
A Campaign in J

*Specimen Copy, Rates and Full Particulars  
will be sent on application*

**SIDNEY D. NICHOLS**  
ADVERTISEMENT MANAGER  
Geraldine House,  
Rolls Buildings,  
Fetter Lane,  
E.C.4.

Phone :  
Central 3440 (Seven Lines).

London."



# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20 a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING



## What is the most valuable Advertising Space?

On this page a fortnight ago a letter was reproduced from Messrs. Tetmal (Ltd)., stating that they had received over 19,000 replies to an advertisement on the front cover of "JOHN BULL." The following letter also supports our assertion that this is the most valuable advertising space in Britain:—

THE PALMOLIVE COMPANY (of England) Ltd.,  
21 & 23, Eagle Street, High Holborn,  
London, W.C.1.

Dear Sir,

We thought you might be interested to know the results obtained from our front page Advertisement on Palmolive Shaving Cream in the issue of "John Bull" on the 26th June. In this advertisement we requested the reader to cut out the coupon and send it to us for a free sample of our Shaving Cream. Results obtained from this advertisement were beyond expectations and we feel that you will be pleased to know that we received approximately 10,000 requests from this advertisement.

Yours faithfully,

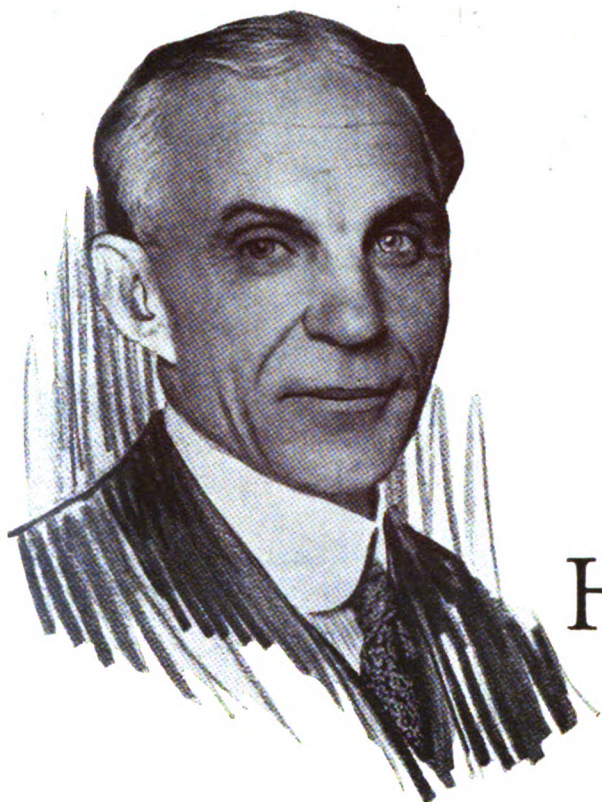
THE PALMOLIVE COMPANY LIMITED.

(Signed) R. B. FOSTER, Managing Director.

Since the publication of the above, a number of Advertisers who use space inside "JOHN BULL" have written questioning our claim, and saying that the spaces they use are even more profitable to them than the front cover would be. Selections from these letters will be published here in due course.

Philip Emanuel (Advertisement Director), ODHAMS PRESS LIMITED, 57 - 59, Long Acre, W.C.2.





# HOW TO BE RICH

*A Good Time  
Coming*

HENRY FORD  
reveals the  
secret in

## The Daily Chronicle

(LONDON——LEEDS)

"The Great To-day : The Greater Future" is the title of a series of articles by one of the world's foremost personalities. This frank disclosure of trade methods, containing as it does the charm of the novel and the value of the Text Book, will stir every class of Society and will undoubtedly create a profound impression in every Mansion, Factory, House and Home throughout the

country. Here is a message of optimism and encouragement alike to the business man, the working man and woman and the housewife.

It is safe to forecast that thousands of new readers will be attracted to THE DAILY CHRONICLE by this new feature, which will appear to the extent of three columns daily from October 4th.

**A double column of advertisement space on either side of the feature is available from October 5th (inclusive) at the usual rates — £4 per inch single column. Prompt booking will ensure a selection of dates and positions.**

ANDREW MILNE, *Advertisement Manager*, Fleet Street, LONDON E.C.4.  
Telegrams : MUNIARC, Fleet, London. Telephone : C1 r 9330.



# The General Strike, the Coal Strike and Advertising

By J. Murray Allison

**A**S these lines are written, there are signs, too insistent to be ignored, that both sides to the coal dispute are at last beginning to envisage a negotiated settlement, the type of settlement that all sections of industry and all classes of the community most heartily desire. It is therefore perhaps not too early to review the effect of the strike upon advertising, and to measure the part that advertising has played during the past seventeen weeks in maintaining the trade of the country.

It should be noted at the beginning that advertising pure and simple—I mean advertising as compared with publicity (and there is a wide difference)—has not been utilised by either side to the dispute to any appreciable extent. The miners have not used advertising at all.

We have heard of the broadcasting by the million of leaflets and circulars advocating the miners' cause, but effectual as this method may be as an auxiliary to Press advertising, it cannot be maintained that it cuts any ice as an isolated effort. At any rate, that is the experience of modern advertising as we know it.

## Preaching to Converted

Moreover, these millions of leaflets were distributed among the miners themselves. They were addressed to the miners, and to no other section of the community. They may have helped to stiffen the miners' resistance. As to whether it was a good thing for the country and for the miners to have their resistance stiffened after three months of stagnation, I am not prepared to say, nor is that the line of country that this article proposes to cover. But the fact should not escape us that the miners' advertising effort was addressed only to the miners, and therefore played no part whatever in moulding public opinion in favour of the miners. On that ground alone we must judge it to have failed.

For both sides, in the final arbitration, must rely upon public opinion, not to win victory nor inflict defeat, since both victory and defeat have already been ruled out by that same

public opinion, which is asking for, almost demanding, a negotiated settlement in line with economic facts, a settlement that will leave no scars upon either side.

Presumably the mine owners have issued circulars and leaflets to their associates, not in millions nor in thousands, but in hundreds, since the owners are infinitely fewer in number than are the miners. Such circulars, were we permitted to read them, would probably be found to be "stiffeners" also. They were issued with the object of stiffening the owners' backs, and, like the miners' leaflets, they made no attempt to form public opinion. The

miners have made no use of advertising, nor have the owners.

There was a sharp spate of real advertising—Press advertising—setting forth the cold economic facts of the industry, sponsored by an unknown group of business men. It was designed to reach the miners and the general public. It was brilliantly done, but merely toyed with the situation. There was no real weight behind it. Had its proportions been those of a great national campaign, planned upon the broad lines that the occasion demanded, and had it been launched during the first weeks of the stoppage, a public opinion would have been formed so strong and so insistent that neither side could have withstood the demand for negotiations. By this time the men would have been back at work and millions saved to the realm.

## THIS WEEK'S PAPER

Broadcast Talks on Advertising  
*Annual Convention of the V.D.R.*

Poetasters and Copywriters—II.—  
By J. C. Toohill

Instalment Selling is Leading Us  
—Where?—By Cecil Chisholm  
*Are we Pledging the Future?*

Putting a Sparkle into Small Spaces.  
—By Leslie Lewis  
*Story of an Interesting Branded Glass-ware Campaign*

And all Regular Features  
*Ad. News in Brief  
Publication Notes and News  
Current Advertising  
Advertiser's Gazette  
Letters to the Editor.  
Club Notes and News.  
We Hear, etc.*

THE ADVERTISER'S WEEKLY  
66, Shoe Lane, London, E.C.4.

## Brilliant Effort

With the single exception of this short, light, though brilliant effort, it must be repeated that neither side has used the power of modern advertising for the purpose of forming a public opinion. It is true that public opinion now seeks a settlement by negotiation, but that mood has been evoked by sheer weariness, by a growing sense of the futility of inaction, and by the realisation that winter will soon place its cold hands upon the land. The keen nip in the September air has already done more to bring about a settlement than has advertising.

There was a period during the strike when the word "coal" was remarkable because of its absence from the main news pages of the newspapers, and, indeed, during the test match at the Oval it was difficult to discover the word on any page at all.

Editors, whatever may be opinion to the contrary, are like all of us, only human beings, and there were times when editors became so bored with coal, miners and owners, that they forgot or refused to print anything which referred to them. Upon such occasions—and they were more frequent than would seem probable or possible—the public forgot about the coal situation. They were allowed to



forget by editors, by miners and by owners. Advertising, straight press advertising, day by day advertising, by either or both sides would have kept the country perpetually alert to the fact that every day that passed cost the country so many millions.

Press advertising would have presented the *facts* for both sides. Men will not pay for advertising space for the mere privilege of printing rhetoric, and on the facts, public opinion would have been crystallised in demanding action long since.

The neglect of advertising by both sides has been remarkable. It is a pity; a great opportunity has been lost.

#### **Pulled its Weight**

But if advertising has played no part in shortening the duration of the strike, it cannot be gainsaid that it has more than pulled its weight in carrying on the trade of the country.

During the general strike, the black fortnight, there was no press advertising at all. It was offered by many enterprising firms, but the news sheets were too attenuated to accommodate it. Round about May 17 newspapers were in full swing again, and at the end of the fourth week of the coal strike the volume of press advertising was practically normal. No one could have anticipated such normality after what the country had suffered and was still suffering.

It cannot be denied that we were prepared to experience a great shrinkage in advertising. That shrinkage did not take place. Why? My own theory is that advertisers, naturally relieved by the calling off of the general strike and anticipating, in a mood of optimism, easily understandable in the circumstances, an early if not an immediate settlement of the lesser struggle, were eager to return to normal trading, and resumed in full their interrupted programmes.

#### **How it Happened**

I do not mean that the movement was universal and spontaneous. I do not think it happened that way. What did actually happen was this. A large proportion of advertisers, probably half, resumed advertising as soon as they were able to, actuated not by motives of gain but by feelings such as I have described. There was an instinct to get busy, and it was obeyed by such a large proportion of traders that those who hung back and dug their heels into the gravel rapidly fell into line. Most prominent and alert of all were the retail advertisers. The volume of this class of advertising during the fourth, fifth and sixth weeks of the coal dispute was astonishing. Writing of what I know, I instance the *Manchester Evening Chronicle*. The issue of June 21 carried a greater volume of Manchester retail advertising than on any other occasion in its history. And what is most significant, this record was badly beaten in the same journal *some ten days later*. This is a significant point, because in it we

can detect the key to the riddle with which we are confronted: Why did advertising remain practically normal during a period of the most acute industrial unrest that the country has ever experienced? The answer is simple. It is this. The initial burst of advertising upon the calling-off of the general strike was successful. It paid. That is the key.

#### **Justified**

The Manchester retailers were persuaded to spend more money in advertising at a time when we were being solemnly assured that the country was on the rocks. They found that the experiment made in circumstances of the utmost depression justified itself up to the hilt. It was a common experience in London and in the provinces by both national and retail advertisers. Because of that experience we are entitled to claim that advertising has passed a test of the utmost stringency without a blot upon its escutcheon.

I am prepared to believe that had advertisers known that the coal strike was to continue for some seventeen weeks or more after the calling off of the general strike, they would not have faced the music as they did. The experiment would not have been made, the experience would not have been gained.

We now know that the goodwill of the public can be kept not only alive, but active by advertising during a period of intense depression. We now know that the people must have food and clothing and some comforts and entertainment in any circumstances short of actual national disaster. We

now know that the people are not to be diverted from the everyday channels of their normal lives by political or industrial upheavals, and that they will continue to purchase to the limits of their resources those goods and services which are made known to them through advertising, rather than purchase the anonymous and unknown varieties.

This is especially true of the people of these islands. We have a reputation for imperturbability. Foreigners call us cold because we are not always wildly enthusiastic, not always on the high C. They say that we are hard because we are not always crying, and dull because we are not always laughing.

This quality of imperturbability may or may not be admirable. Too long and too close an experience of it conduces boredom. Too long an absence from it, and we meet it again with gratitude.

#### **A Mistake**

It is, however, an advertising asset very frequently overlooked. Many advertisers imagine that it is wise to withdraw or curtail advertising during times of national excitement or depression. They think that the public is sometimes too far up in the heights or too far down in the depths to smoke, drink, eat, sleep, dress, play or travel. They find in a general election, a strike, a political crisis, or a Stock Exchange panic a first-class reason why they should draw in their advertising horns.

They are wrong. "The time to advertise is all the time." The experience of the past four months has proved it. Let us be thankful.

## **Broadcast Talks on Advertising**

Interesting Development in Germany—Annual Convention of the V.D.R.

By C. W. Frerk, V.D.R. Delegate in Great Britain

THE Verband Deutscher Reklamefachleute E.V. (Association of German Advertising Experts) have just held their annual Convention, at Frankfort-on-Main, from September 3 to 6.

Since their last Convention, which was held in Dresden last year, the V.D.R. have had the busiest time since the foundation of the Association twenty years ago, and they have been able to strengthen their position and organisation materially.

The V.D.R. comprises now 23 local branches, and the membership is to-day close on 5,000; it is, therefore, the largest advertising association in Europe. The V.D.R. is affiliated with the International Advertising Association, and forms part of District 17.

Various Government departments are closely co-operating with the V.D.R. in matters of advertising; only quite recently the German Ministry of Health commissioned the V.D.R. as advisers during the National Health Week.

The resolutions accepted at last year's

Convention, which had special reference to an improvement of the internal organisation of the V.D.R., have all been carried out. The new and more spacious premises taken early this year facilitated the work of organisation considerably. Now the V.D.R. headquarters at Berlin have an extensive library, and archives, a lantern-slide collection, a speakers' bureau, employment bureau, legal advisory department, press service department, educational department, and an educational publishing department, from which valuable books on advertising will be issued periodically.

Much has to be done in Germany to educate the business men up to the true appreciation of what constitutes good and successful advertising. The V.D.R. educational department, therefore, is the busiest of all. Affiliation has been obtained with the Central Committee for the Prevention of Unfair Competition, preparations are now under way for the

(Continued on page 374)

# Putting a Sparkle Into Small Spaces

How Branded Glassware was Launched—Showing One Piece to Sell a Series—Price Question Overcome—Atmosphere of the Glass in the Copy

By Leslie Lewis

TEN years ago it would have been deemed impossible to advertise branded glassware with any appreciable success. It was left to Clayton Mayers & Co., Ltd., an old-established firm, to adopt

little or no effect upon the public. It was essential to put into the copy the sparkle of the glass, its beauty and its low price.

And they were, moreover, limited to small spaces.

It was seen immediately that it would be better to keep to small spaces and run them consistently, rather than leap into big splashes which would soon have run away with a limited appropriation.

The spaces decided upon were 5-in. single-column in selected positions. At the top of each advertisement one of the series of glassware was illustrated—or in the case of such things as tumblers, one of each size. Candlesticks and cheese dishes, decanters and cake stands were not jumbled together in order to make the most of the small space. The idea was to show each piece separately so that, having purchased one piece, the desire would be created to collect further specimens. For this purpose, a booklet showing every piece was offered in each advertisement.

## Sparkling Copy

The illustrations were drawn in light and dainty manner, suggesting the sparkle and sheen of the glass. As will be seen from the copy which is reproduced the effect was admirably obtained. Even into the copywriting there was introduced a certain atmosphere of personality and quality.

A point that will interest many advertising men was that of price. At first it was considered difficult with this proposition to advertise a fixed price for each article. Later, however, each advertisement carried the fixed price, and the line on the sales chart took a new turn upwards that was ample justification of the plan. It also produced many more inquiries for the catalogue.

The idea of selling one piece at a time proved excellent. The slogan

"One good piece deserves another," was adopted instead of the more stereotyped "Start collecting this glassware now." Sales leaped up after the advertising had been going



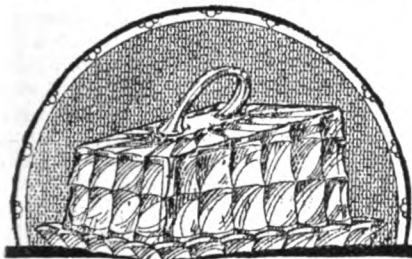
## Now 5 TUMBLERS IN THE "JACOBAN" RANGE

The original friendly "Jacobean" Tumbler is now obtainable in four smaller sizes—suitable for use as wine and liqueur glasses. All of the same fascinating shape and the same crystal clearness. Write for the beautiful new catalogue of the full "Jacobean" range, and see it at your Glass Shop.

Tumblers from 8½d. to 10½d. each.

**JACOBAN**  
REGISTERED TRADE MARK  
**GLASSWARE**  
"One of the CLAYMER Series."  
CLAYTON MAYERS & COMPANY  
28, GRAY'S INN ROAD,  
LONDON, W.C.1.

Another of the glassware advertisements in which an atmosphere of distinction is introduced



## A throne for the cheese!

A new addition to the "Jacobean" range of Table Glassware is the fascinating Cheese Dish shown here. It has the family characteristics of shapeliness, quaintness and lovely sparkle, and will grace your table. There are about 120 other "Jacobean" pieces for every room in the house, all delightful, all to match, and all obtainable separately at very low prices.

Cheese Dish, 7/11

Yours is the sort of home that appreciates the fineness of "Jacobean" Glassware. May we send you the free book, showing every piece, and name of nearest agent?

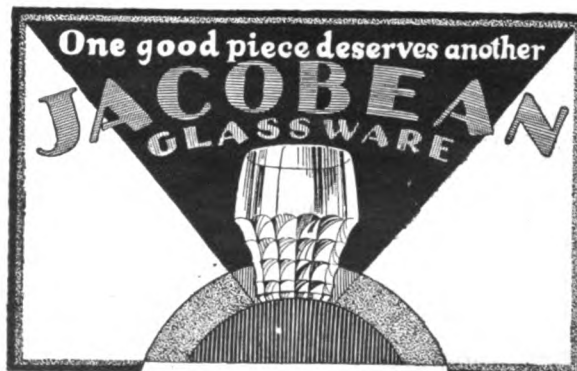
**JACOBAN**  
REGISTERED TRADE MARK  
**GLASSWARE**  
"One of the CLAYMER Series."  
CLAYTON MAYERS & CO., LTD.,  
28, GRAY'S INN ROAD  
LONDON, W.C.1.

Getting personality into the cheese-dish by copy and illustration

the idea, and the success attending their efforts has justified the experiment beyond the shadow of a doubt.

When C. Vernon & Sons were called in to carry out a campaign for "Jacobean" glassware, they were faced with this proposition: a series of moulded glass articles, with the sparkle of cut glass but at considerably lower prices, dignified in appearance, novel in design and of wonderful lustre.

A mere catalogue of virtues such as this would, if translated into copy, have had



A window sticker, linking up with Press advertising

for quite a short time, and after four years the chart continued to show a steady increase.

The plan of advertising one piece or set of pieces at one time had a definite traceable result on the line particularised.

It was found that during the week that, say, tumblers were advertised, tumblers sold better than any other line. The advertising had a direct effect upon the actual piece illustrated. Window displays were made to synchro-

(Continued on page 378)

# Poetasters and Copywriters—II.

Some Examples of Advertising Verse, with Notes on the Various Metres

By J. C. Toohill (Author of "The Art of Advertisement Copywriting")

**A**S I pointed out in a previous article, poetry and advertising verse are, in their essence, as opposite as the poles. A true poet is as near to the immortals as ever man can be. He senses something of the grandeur of the world beyond, and words, his only vehicle of thought, being inadequate to express his meaning, he tries to convey it through the medium of harmonious sounds.

This appreciation of harmony is a very noticeable trait in human character. Whether it be of sound, form or taste, a harmonious combination strikes some chord in our being—and strikes it pleasurably. A harmonious combination of foods served in an artistic setting is as much an epic to a gourmet as is Homer's "Iliad" to a littérateur or a Beethoven symphony to a musician.

## Past Masters

Just as in prose copy the copywriter uses, or should use, the same rhetorical tricks of speech that in the past the great masters of eloquence have used to urge men to the slaughter or to overthrow nations, so in advertising verse he can use the same poetic tricks that the great poets have made use of to express emotion.

But as the poet bases his appeal on harmonious sound, the copywriter has to tread carefully after him, because all men do not appreciate harmony to the same degree. This does not trouble the poet. He can let his muse soar, as did Browning in his "The Ring and the Book," until it flies beyond the ken of man. But the advertisement copywriter must confine his harmony to the limits of the understanding of the masses. How narrow these limits are can be gauged by noting the very small proportion of humanity that understands or appreciates classical music. The public to which the copywriter must appeal is the one that wallows in the crude, barbaric rhythm and the strong pauses and after-beats of jazz music.

## The Measure

That is why the only poetic tricks he can make use of in his verse are alliteration, rhyme, assonance and the more simple of the metres. The first three of these I have exemplified elsewhere; the suitable metres I will now explain.

English verse is built up of *accented* and *unaccented syllables*. These in turn are divided into *feet* known as *disyllabic* or *trisyllabic* accordingly as they contain two or three feet respectively.

There are two kinds of *disyllabic* feet, viz., *iambus* where the unaccented syllable precedes the accented, as in "prepare"; and *trochee* where the

accented syllable precedes the unaccented, as in "apple."

There are also two kinds of *trisyllabic* feet, viz., *anapest*, which has two unaccented syllables followed by one accented syllable, as in "serenade"; and *dactyl*, which has one accented syllable followed by two unaccented syllables, as in "marvellous."

There are also four other kinds of feet, viz., *spondee*, *pyrrhic*, *amphibrach* and *tribrach*. But as these only occur when the true metre is departed from, the writer of advertisement verse will make plenty of them for himself.

With the technical names of the ten or twelve different kinds of poetry, with their restriction as to metre, verse, refrain, rhythm and division, the copywriter need not concern himself. The general public does not know an ode from a ballad, nor a rondeau from a triolet.

With due regard to metre the copywriter can build his verses as he likes. He can rhyme them in couplets, triplets or quatrains; he can rhyme them crossways, straight through or alternatively; and he can divide them into stanzas or not according to his whim and the exigencies of space.

## Most Suitable

Of the four kinds of metres mentioned above the *trochaic* and *dactylic* are the most suitable for advertising verse. The first of these metres is the best as it has a sprightly tripping run with it not to be found in any other kind of metre. *Iambic* and *anapestic* metres are more used for serious subjects—they smell of the grave. *Anapestic* metre is too difficult in any case, but *iambic* metre may be used when the object is to produce an anticlimax or when it is a parody.

As the object of advertising verse is to attract and hold the reader's attention until the sales message has been devoured, it will be obvious that if the verse is set in a form to which the public has already given its approval, it will stand a better chance of achieving its object than if set in some new form.

The simplest way to attain this object is to parody some poem or verse which has a hold on the public imagination. The effect here produced is similar to that of twisting a familiar saying in prose copy. Another way is to use some simple arrangement of measures like the limerick—a species of wit which is as hale and hearty now as when it was originated.

Before giving examples of the various kinds of measures and arrangements suitable for advertising verse, I would like to call attention to a rhyming couplet which has just been brought to my notice. It appears in an advertisement boosting Blackpool as an

autumn resort, and runs:

No place can with here compare,  
When it's late to go elsewhere.

## Perfect, yet Terrible

This is a perfect example of what happens when copywriters sacrifice sense for the sake of orthometry. The metre, the rhythm and the rhyme are good. It is an iambic tetrameter distich with a truncated first foot in each verse. To make it scan the copywriter has even made an elision of the adverb "too."

As verse it is good. As advertising verse it is terrible. Read what it says. It reminds me of the old song, "There's no place like home—when you're broke and there's nowhere else to go!" I commend this to the pedantic critics as an example of where their precepts would lead us.

## Some Parodies

I have mentioned parody as a potent weapon in advertising verse. Let us see how easy this is. Take a few nursery rhymes:—

"Mary, Mary, quite contrary,  
How does your garden grow?"  
"Since I pulled up the weeds  
And have sown *Carter's* seeds  
I win prizes wherever I show."

Little Jack Horner sat in a corner,  
But not a bite would he eat.  
"I'll not put my thumb  
In, and pull out a plum,  
Don't want pudding—I want *Shredded Wheat*!"

Little Bo-Peep  
Has lost her sleep,  
She's tossing about when she oughter  
Be peacefully sleeping,  
Instead she is weeping;  
So cure her with *Woodward's Gripe Water*.

Jack and Jill went up the hill  
To find the finest view.  
The view they found;  
By "Underground"  
They found it—so can you!

Let us try something a little more difficult. A parody on Dryden's famous eulogy of Homer, Virgil and Milton; suitable for a manufacturer of wireless valves to advertise a low-frequency valve, a high-frequency valve and a dual-purpose valve:

## PERFECTION.

Three wireless valves of deep research  
were born,  
And each with credit did its sphere  
adorn;  
The first in tonal magnitude surpassed  
The next in selectivity; in both the  
last  
The march of Science could no farther  
go,  
To make the last she joined the other  
two.

This is in *iambic* measure. The steady solemn beat of each foot is very

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# Instalment Selling is Leading Us —Where?

National Virtue or National Vice?—"Pledging the Future"—A Reply to the Critics—Educating the Worker

By Cecil Chisholm

I HAD intended to deal this week with the credit risk of the retailer in instalment selling.

But some of my readers appear to be much more concerned with the ethics than with the technique of the subject. So I propose to turn aside (just for once) from material facts to moral implications.

Most people rightly assume that in this country, as in America, instalment selling is becoming increasingly a national habit. Does that habit constitute a national virtue or a national vice? In particular, is instalment buying a useful service to the working classes or merely an insidious snare?

## Spendthrifts?

A great many people seem to think that Bill Smith would be much better to "do without" than to buy on instalments. We are warned that the goods bought for cash carefully saved week by week represent the result of thrift. But apparently, some people consider the piano bought on instalments a symbol of extravagance. We are accused of turning the working classes into spendthrifts, simply to make our wretched sales curves rise.

These are the arguments which seem to be abroad. They are certainly astir in Manchester, for I think I heard them all at the Midland Hotel within about two hours.

This school of criticism is sincere. When Mr. Crossley informed us that he knew of much suffering caused among the working-classes in Manchester through over-buying on the instalment system, he was speaking from convictions based on observed facts.

## "Glasshouses"

When Mr. A. M. Samuel, the head of the Department of Overseas Trade, tells us that to buy on instalments is to pledge the future, he is not seriously concerned for the future. The difficulty in his case is that of the proverbial dweller in glasshouses. The Government has been very busy disposing of a large range of articles, including horses and aeroplanes, on the instalment system. So that we are confronted with one Department of the Government rebuking us for buying on instalments, while another is inciting us in that unfortunate practice with all its might. (If, by any

chance, at the moment of writing, the Disposals Board is no longer sinning, it must be because that method of selling has proved so efficient that its stocks are cleared!)

But while one does not take a politician too seriously on the point of economics, there are other critics who deserve thoughtful hearing. Frankly, those concerned with market-

## AN OFFER OF SERVICE.

If readers should encounter any difficulties in connection with instalment selling principles, or if they should wish for advice or information on any "deferred payment" problem, the Editor of the ADVERTISER'S WEEKLY will be glad to help.

## JUST WRITE TO HIM.

ing and merchandising cannot evade the moral issue.

If instalment selling is causing people to buy cars for which they can never pay, then the remedy is simple. Where working folk are tempted to buy beyond their means, the seller is the loser as well as the buyer. The seller in such cases has not realised that a substantial first payment, based on the re-sale value of the goods, is vital if instalment selling is to be conducted on sound principles. The sinner here is the incompetent merchandiser.

But the economic side of the question opens wider issues. What is instalment selling fundamentally? Surely, it is merely an extension of credit to the ultimate consumer. Now there can be no crime in extending credit to the small man—he is the man who most sorely needs it. The very people who rate us for selling on instalments have forgotten an important point. They have themselves been buying on instalments all their lives! One prosperous business man I know waxed wrath on the improvidence of certain workpeople who were

buying up-to-date furniture and utensils on the instalment system.

## Pertinent Questions

I asked him how he started in business. I put to him a series of questions. How did he buy the first raw materials which he used in his factory? He said he paid for them on credit!

"Yes," I parried, "but didn't you require rather special credit?"

"Certainly," was the reply. "I paid them a few hundreds down, and the rest with bills at three, six and nine months."

"In other words," I said, "you started your business by the most adroit use of instalment buying. I venture to guess that you bought some of your office furniture on the same terms. Probably you had a little transaction with the bank, which also involved periodic payments. What was this but buying goods through deferred payments—to the bank?"

Actually, all manufacturing and wholesale business is made possible by the extension of credit in just this way. What real ethical objection can there be to enabling the retailer to extend similar possibilities to his customers?

"But these people might be saving up and buying for cash in the good old way," I hear somebody remark.

The reply is that they certainly might; that they probably would not. What happens when Mr. and Mrs. Jones of "The Laurels" decide to buy a new wireless set by instalments? Probably Mrs. Jones says to her husband one Sunday evening:

"Jack, wouldn't it be lovely to have a really good set—one of these five-valve sets that reproduce tone so beautifully? Suppose you give me 10s. extra every week, and I add 10s. to that from my housekeeping money, wouldn't that make it possible?"

And so the purchase is accomplished. That purchase would probably be impossible for a year at least on cash terms.

## Saving

Now, the middle classes and the working classes, as Mr. Keynes has so accurately divined, are less keen on saving for saving's sake than in the safe and solid days of the Forsytes. They prefer, in many cases, to oil the wheels of commerce by buying goods rather than by drawing dividends.

This is a psychological fact with which to reckon. Were instalment selling wiped out to-morrow, I question whether the middle and lower middle classes of Great Britain would put more money into the bank. They would be more likely to fritter it away on trifles and frivolities.

So far as the workers are concerned, I am convinced that instalment selling is performing educational work. One of the greatest weaknesses of the average wage-earner is the tendency to think financially in terms of weeks instead of years. I never heard the late Alfred Marshall or Pigou attack instalment selling; but they have deplored the short-sightedness of the wage-earner in budgeting his expenditure.

#### How the Poor Buy

Go into the poorest districts of London or of any of our provincial cities. How do you find that the very poor buy? They buy from day to day; their purchases are in penny-worths; coal is bought by the bucket, just as cigarettes are bought in fives. In other words, partly through poverty, partly through an inability to budget, everything is bought in the most extravagant manner possible.

The worker who is paid by the week instead of by the day does better for himself. The housewife tends to think in terms of the week, and therefore to buy in terms of her week's needs. The man probably buys his cigarettes in twenties. Money is more wisely spent; and it goes further.

We all know how some of our juniors suddenly start to save when they change from a weekly cash payment to the monthly cheque. Apart from the fact that the money is not in their pockets to burn, the fact that it is paid to them monthly makes them budget in terms of a month or a year.

Now is this not a great economic service which instalment selling is doing for the working and the lower middle classes? Is it not instalment

advertising which taught Mrs. Jones the possibility of budgeting her housekeeping money not merely by the week but by the year? Is not this sense going to help her to use her money more wisely; to assess values more shrewdly; and to buy the solid and the re-saleable rather than the pretty and the perishable? What more would Mr. Keynes or Professor Pigou ask of any marketing community?

Let us admit that there is another side to the question. When we sell by instalments, we not only increase the range of possibilities that glitter before the miner's wife as she schemes how to spend the week's wages. We may also somewhat confuse her in choice. It may be difficult for her to weigh the alternative merits of a piano and a washing-machine. Let us admit this danger frankly. Would it be any less danger if thrift came into fashion again, and the good lady chose to scrape together every halfpenny for the purchase of some big piece of furniture for the home? The evidence of the war-time boom scarcely suggests so much.

#### Judgment

But as business improves in this country, and as instalment selling increases, this question of judgment in purchasing among the masses will recur. It will torment some of the economists. Yet, surely the remedy is simple. Our boys and girls are taught quite a number of things—some useful, some useless—at school. Is there any conceivable thing more valuable that they could be taught than the art of budgeting expenditure; the relative proportions which should be spent on food, clothes, lodging, education and pleasure; the relative values of things according to their durability, their artistic value and their possibilities as sources of pure pleasure. Give such an education during the formative years—either at

day school or at night classes—and the perils of unwise purchases on the instalment system would diminish.

Finally, there is the question of purchasing business goods by instalments. Is there a danger here that the office desk and the duplicating device bought by instalments may give us extravagant young business men? Some people seem to think so.

#### Nine Enquiries

The sales manager of a well-known business house, selling office equipment, recently told me that he had only had three inquiries from his travellers and some half-dozen at headquarters for office equipment on the deferred payments system. In a sense he was not displeased with that fact. But when I discussed it with him, we both agreed that it was, in fact, deplorable. What did it mean? It meant that the young business men who were setting up for themselves had not very carefully studied the technique of finance, however much they might know about making and selling goods.

It is here, I think, that the American and the German business men have something to teach us. Their policy is to take the maximum credit for everything, and to demand the shortest terms they can get. In other words, they succeed in establishing very profitable businesses on remarkably low capitals, simply *because* they make their money work twice as hard as we do. In their early years, many of these men were working almost entirely on the capital of their producers and their consumers.

Would it not be better, I suggest, if the small man in this country were to study rather more closely the possibility of making every pound do the work of two? It would mean that he would buy a great deal more goods on the instalment system than he does to-day. I think his business would be the gainer.

# SIR CHARLES HIGHAM

*invites correspondence with Advertisers*

who desire that their advertising shall get the prompt and personal attention of the Principal of their Advertising Agency. Sir Charles devotes the whole of his time to his clients' business and is in a position to handle one or two more accounts.

Address: IMPERIAL HOUSE, KINGSWAY, LONDON, ENGLAND.

**C**REATION OF A LONGING TO BUY  
*is the primary object of all advertisements.  
But however intense this longing, stimulated by a  
clever advertisement, may be, it entirely misses the  
mark unless the desire to buy is implanted amongst  
those whose means allow them to fulfil it.*

*The mere announcement in the right medium that  
you have such and such an article to sell will  
be more profitable than the most brilliantly thought  
out copy in the wrong medium. Appealing to people  
who cannot afford to buy your goods—however much  
they may long for them—is very costly. Include*

## The Morning Post

THE QUALITY PENNY DAILY

*Every Reader a Potential Customer.*

\*

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\*

PERCY WATSON, *Advertisement Manager,*  
346, Strand, London, W.C.2.

Telephone : CITY 1500



## POETASTERS AND COPYWRITERS—(cont. from p. 350)

noticeable when compared with the next which is set in *Trochaic* metre.

## WHY MEN DINE OUT.

When you hear the merry tinkle  
Of the glasses, and the twinkle  
Of the many slippered feet across the  
floor,  
And the drone of conversation  
Comes from every race and nation  
Like the lazy breakers surging on  
the shore—  
There's a jazz band syncopating  
Catchy tunes, and hesitating,  
While the room with shaded lights is  
all aglow;  
And bright eyes and dainty dresses,  
Flashing teeth and shingled tresses  
Animate the scene where wine and  
laughter flow.  
There the menu is the finest  
And to connoisseurs the wine list  
Brings a thrill; then to a perfect  
evening crown  
A Cabaret for your diversion;  
You'll concur with our assertion  
That the *Dilly* is the greatest show in  
town.

## Another parody, in lighter vein :

"You are old, Grandpa Kruschen," the  
young man said,  
"And your hair has become very white ;  
And yet you incessantly stand on your  
head—  
Do you think, at your age, it is right ?"  
"Since my youth," smiled the sage, as  
he leapt with a zest,  
"I've kept all my limbs very supple ;  
'As much as will go on a——' you know  
the rest,  
Keeps me fit—so 'twill you—try a  
bottle."

I bet some well-meaning critic will  
write to point out that "bottle"  
doesn't rhyme with "supple."

The next is a pretty little trochaic  
effort which I have entitled

## CONSOLATION.

Friend pipe greets me when I reach  
Home at night, fagged out and weary;  
Fate, you rogue, who love to teach  
Lessons bitter, stay and hear me.  
Say I'm tired, say I'm sad,  
Say I'm poor and old and dreary ;

Say ambition's dead, but add—  
*Bondman* cheers me.

Of late, in the lighter forms of  
literary verse, there has sprung up a  
passion for eccentric rhyming. The  
merit of these effusions is measured by  
the ingenuity required in building  
them. The next three are of this kind.  
The first is a parody on Gifford's  
immortal quintain on the University  
of Gottingen. I include it as a  
curiosity, because I read recently that  
it had never been successfully parodied.

The soap to cut your work in half,  
The finest that you've ever seen,  
To make wash-day a time for laugh-  
Ter, 'stead of feeling weary af-  
Ter, is that known as *Preservene*.

The following is a kind of "visual  
verse" very popular in America :—  
Thompson owned an *Austin-Seven* ;  
Brown, his pal, a *Whatsit*  
With a horse power round eleven  
(I hope no one spots it).  
At each other's 'bus they'd scoff,  
So like this they started off :  
B \_\_\_\_\_  
T \_\_\_\_\_

Then the class began to tell,  
Thompson started leading ;  
Brown, in frenzy, drove pell-mell,  
Both of them were speeding ;  
The *Whatsit's* engine gave a miss,  
And very soon they looked like this :  
B \_\_\_\_\_  
T \_\_\_\_\_

Thus they sped until occurred —T  
A 1 in 3-point hill ;  
The *Austin* skimmed it like a bird,  
The other stood stock-still.  
The moral needs no emphasis,  
The rivals finished up like this :  
B \_\_\_\_\_

In the next effort the humour is in  
the play on the abbreviated words.  
To get the meaning "Co." must be  
read in full ("Company") and the  
second and fifth lines made to rhyme  
with the full word.

The Chief of the Shell Spirit Co.  
Has declared he will certainly tho.  
Salesmen who'd sell  
Petrol other than "Shell,"  
So the salesmen take care not to po.

In the foregoing I have tried to  
touch on the various poetic devices  
which can be used by the copywriter.  
As a final word I would say : If the  
metre interferes with the sales message  
—give up the metre.

MR. FORD'S SECRETS REVEALED  
Book to be Published by the "Daily  
Chronicle"

The *Daily Chronicle* has secured the sole  
serial rights to publish in the British  
Isles a new book just written by Mr.  
Henry Ford, probably the best-known  
figure in the modern business world.  
This book will begin to appear on Monday,  
October 4.

In this book he discloses the principles  
that have led him to his present high  
position in the industrial world. He has  
no doubt of the efficacy of these prin-  
ciples. Industry, he believes, does not  
exist for capital nor for labour. It exists  
to supply goods and services to the public.  
That can best be done by the path of  
high wages and economic mass production.

Mr. Henry Ford has himself blazed the  
trail, and his new book is an invitation  
to the workers and employers of Great  
Britain to follow his path to prosperity.

The publication of this book will be  
preceded by a special interview with  
Mr. Ford, and there is little doubt that  
the series will arouse the keenest interest  
in the business and industrial world.

## Women's Exhibit at Philadelphia

The President of the Women's Adver-  
tising Club of London has received a  
letter from America informing her that  
the exhibit which was sent over by the  
Club for the Convention at Philadelphia  
has been considered so attractive and  
interesting that the Poor Richard Club of  
Philadelphia asked leave to retain it in  
their Club house, both for the pleasure of  
their regular members, and also for use in  
connection with special advertising classes  
sponsored by them. The exhibit con-  
sisted of posters, display advertisements,  
booklets, and so on, designed, laid out  
and written by women. Much of the  
work was done by members of the Club,  
but in order to make it as representative  
and interesting as possible, it was not  
confined to them, but one or two posters  
and designs by well-known woman ad-  
vertising artists were included.

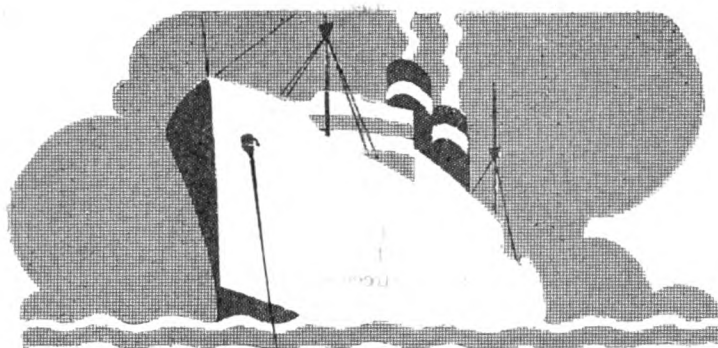
## IRISH CENSUS—APRIL, 1926

Belfast • 415,007 [195,588 MALES  
219,419 FEMALES

Northern Ireland • 1,256,322 [608,205 MALES  
648,117 FEMALES

# Belfast Telegraph

LARGEST CIRCULATION IN THIS POPULATION.



## THE SHIP THAT ANCHORS SAFELY

The ship that makes port safely in record time has not always steered the shortest course—as the crow flies.

Study its chart. Here shows a long swing Southward to avoid icebergs; there a swerve East that gained advantages of wind and current. In fair weather it was "full speed ahead," but "slow" through fogs; though the channel wound, it *was followed* and the bar was crossed at full tide.

Just so with the Mass Mind, the sea your product must navigate before dropping anchor in Prosperity. It is a sea with winds and currents of its own and dotted with rocks and shallows, but for all that *it can be chartered*.

For seventy-five years it has been the privilege of Mather & Crowther Ltd. to render that Service to a host of clients. They have studied the "man and woman in the street," their likes and dislikes, and have gathered much data as to what, when and how they buy.

Therefore, either in launching a new product or in giving fresh impetus to one already established, the help of Mather & Crowther Advertising is certain to be useful.

*Enquiries and visits from Business  
Principals are cordially invited.*



**MATHER & CROWTHER LTD.**  
MODERN ADVERTISING

10-13, NEW BRIDGE STREET  
LONDON, E.C.4

# Ad. News in Brief

Advertising Tyneside—Presentation to Mr. Godtschalk—Mr. Murray Allison on Film Advertising—New Carlton Agency

## Agency Changes

Mr. Geoffrey Westlake, until recently with Seward Baker & Co., Ltd., has joined Goddard Watts, Ltd., as production manager. These agents are now handling all Mr. W. G. Huxley's accounts.

## Publicity Club Judges

The Gravesend Carnival Committee have invited the Publicity Club of London to provide the judges for the advertising competition which will be a feature of the carnival.

## Prospectus Issue Soon ?

It is reported that negotiations are in progress for an issue of capital by Charles Wayre, the furriers, of Regent Street. The firm is one of the biggest advertisers of furs in the country.

## Sir Charles Higham on Hairdressing

Sir Charles Higham is delivering a lecture at the Caxton Hall, on September 23, on "Advertising and Salesmanship applied to the Hairdressing Profession." Any who care to attend will be admitted if they mention the ADVERTISER'S WEEKLY. This will avoid the necessity of writing for admission tickets.

## Engravers and Barts' Week

Every section of the newspaper, printing and advertising world is co-operating heartily in the work of the "Fleet Street Week for Barts." The London firms on the Council of the Federation of Master Process Engravers have agreed to give all photo engravings required for the large souvenir programme as a goodwill offering.

## Compelling Attention

Stallholders at the Wireless Exhibition were visited one day last week by G.P.O. special messengers delivering letters. This delivery compelled attention, and when the letters were opened they were found to contain a novel folder from the Times drawing attention to the results the M.P.A. had experienced from their advertising in the Times. It was an unusual form of "promotion" which caused quite a flutter of interest.

## Back from States

Mr. S. J. Pearson, publicity manager of William Shepherd & Sons, Ltd., has just returned from a short pleasure and business trip to the States and Canada.

## TALKED OF THIS WEEK

### HARRODS -

FOR EVERY FABRIC MADAM WEARS  
-MORNING NOON & NIGHT



Something new in store advertising

## Music in Advertising

Mr. W. J. Courtman Stock writes to point out that musical illustration to the copy was used in the Tetley campaign last spring.

## Advertising Newcastle

At a meeting last week of the Tyneside Industrial Development Conference, it was reported that advertisements had already appeared in some leading newspapers advertising Newcastle. It was suggested by the committee that for the time being an expenditure of £5,000 would suffice, and it was recommended that an advertising campaign be launched as quickly as possible.

## Enters Printing

Mr. A. J. Lawrie, of Lawrie Studios and Lawrie Service, has now added printing to his sphere of activities by taking over sole control of the Athenæum Press.

## Post Mark Advertisement Protest

We learn that the Incorporated Sales Manager's Association are to hold a meeting at the end of September to protest against the new Post Office scheme for post-marked advertisements.

## The Monkey Returns

After several months' absence from advertising, the monkey returned to the Monkey Brand copy on Monday evening. It will be remembered that on April 23 the WEEKLY published the story of why the mascot was temporarily dropped.

## Advertising and Salesmanship

Mr. J. Stanley Woodward is lecturing on "The Elements of Advertising and Salesmanship" in the course of lectures being given this coming autumn at the London Polytechnic, in Regent Street, under the auspices of the Institute of the Motor Trade, for the benefit of students desiring to sit for next year's membership examinations of that body.

## Affiliated Artists and Authors

The exhibition of commercial art at Messrs. Haycock, Cadle & Graham's premises is the joint venture of that firm and Affiliated Artists and Authors, of which Miss Katherine Evans is Controller. She was entirely responsible for the organisation of the whole show, which we are glad to learn has been very successful and is likely to be followed by others.

## Banks and Advertising

After the end of the year banks will have to discontinue advertisements for Stock Exchange business, otherwise they will not be able to share commissions with members of that institution. This is the result of a ruling of the Committee of the Stock Exchange in June last. The London banks are quite prepared to fall in with the arrangement, but foreign institutions with London offices, and more particularly American, are not so willing, though they have no alternative as they must use the services of the Stock Exchange.

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**W S CRAWFORD LTD**  
**« ADVERTISING »**  
**233 HIGH HOLBORN**  
**LONDON**  
**WC1**



# Another Daily Mirror Solus Bargain



The quarter-page advertisement position shown here gives extraordinary prominence to advertiser's announcements, being "solus" on a double-spread of news.

It is placed amongst important news, and faces the Daily Mirror popular Sports Page, with its authoritative daily summary and reports.

Naturally such outstanding value is keenly sought after by enterprising advertisers, and this position is booked on most dates for some time to come. There are, however, certain dates when it will be available for early applicants.

Write for details to-day.

# Daily Mirror

THE PAPER, THE PAGES AND THE  
SPECIAL POSITIONS

G. A. GODLEY, Advertisement Manager,  
Bouverie Street, E.C.4.

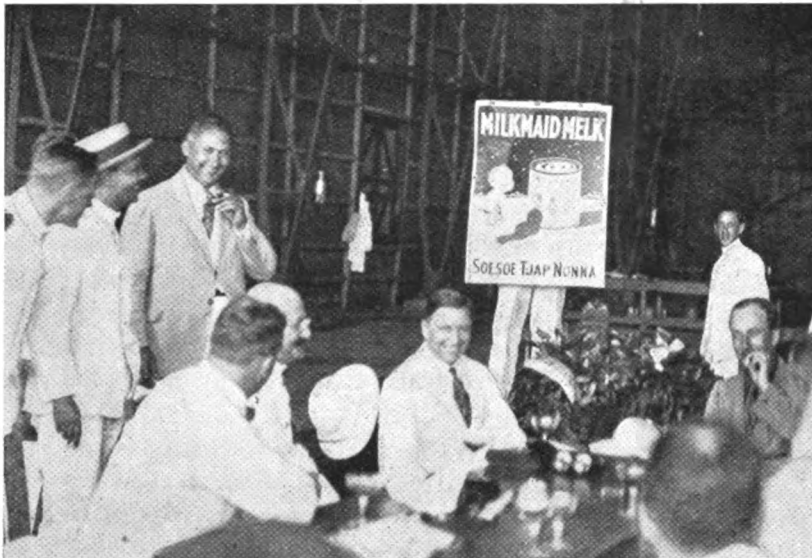
## AD. NEWS IN BRIEF (Cont.)

## Australia's Offer to Retailers

A practical appeal to all retailers and also to organisers of Empire weeks to co-operate with Australia in encouraging the dried fruit industry was made at the Confectioners and Bakers Exhibition held at the Agricultural Hall last week. At the Australian stall a window display was shown which will be supplied free to any retail grocer or baker who might wish to use it.

## A Welcome Refund

An interesting incident is recorded in a letter from Mr. Lewis, sent from the New York office of Elizabeth Arden, Ltd., to the London branch. It appears that a series of advertisements had appeared in the *Woman's Home Companion*. Shortly afterwards a letter was received from the paper, regretting that the anticipated circulation had not been reached and enclosing a refund of some 800 dollars.



An amusing photograph of Mr. Alan Cobham's arrival in Batavia. Apparently some bright spirit thought to convey that the welcoming beverage to be seen on the table was Milkmaid milk. Mr. Cobham is on the extreme right of the photograph (in khaki)

## Change of Address

Macmillan Publicity, Ltd., have now removed from 6, Union Street, to larger and more convenient premises at 29, Waterloo Street, Glasgow.

## Bradford Market's Week

Some time ago the tenants of the Bradford Corporation Markets approached the Council with a request for reduced rentals. This was refused, and a statement was issued to the effect that the tenants did not make their stalls attractive enough. Not unnaturally this contention caused them to hold a meeting, when it was decided to hold a shopping week.

## Wincarnis Boxing Tournament

All those who were fortunate enough to get down to Norwich for the Wincarnis Boxing Tournament in November last year, will be glad to hear that the event is to be repeated again this winter. The tournament will be held at Wincarnis Works on November 18, and those who require tickets should write at once to the General Manager, Coleman & Co., Ltd., Wincarnis Works, Norwich.

## Models

The annual Small Power Engineering Exhibition organised by the *Model Engineer*, opens at the Royal Horticultural Hall on September 17 for a week.

## Presentation to Mr. Godtschalk.

On September 20, Mr. A. J. Godtschalk, of W. H. Smith and Son, will be entertained to luncheon at the Savoy Hotel. He is retiring to-day (Friday), and next Monday's function will be made the occasion of a presentation. The following committee has been formed to carry out the details: Mr. R. Hill (*Daily Telegraph*), Mr. H. Ebdon (*Times*), Mr. Rhys Thomas (Amalgamated Press), Mr. P. N. McFarlane (Cassell and Co.), Mr. H. J. Stowell (*Draper's Record*), Mr. F. Moore (Iliffe and Sons, Ltd.), Mr. A. E. Bartley (National Magazine Co.), Mr. W. Grierson and Mr. J. H. Blake (George Newnes), Mr. A. S. Wallace (Odhams Press Ltd.), Mr. J. M. Bathgate (C. Arthur Pearson, Ltd.), Mr. G. Goatley (*Statist*). Mr. E. O. Norton, of 6, Bouverie Street, E.C.4, will be pleased to receive subscriptions.

CARLTON START AGENCY  
Mr. Colin Hurry's New Development

THERE is considerable activity at Carlton House. In addition to the big Rinso campaign which they have prepared, Carlton Publicity are placing some new business.



Mr. Colin Hurry

The development of the agency side of the Carlton organisation is worth watching now. It is in the hands of Mr. Colin Hurry (John Cheshire's son-in-law) who joined the board some five months ago after resigning his post as general advertising manager of Lever Bros.

Mr. Hurry brings to the agency business a creative mind that was fully tested in his five years' strenuous work at Lever House. It is his intention, to develop Carlton Publicity on professional lines, giving consultations on selling and publicity problems, as well as undertaking the creation and placing of advertising of all descriptions.

## A TALK ON FILM ADVERTISING

Mr. Murray Allison's  
Address to Cinema Press Agents

Mr. J. Murray Allison was the speaker at the monthly lunch of the British Motion Picture Advertisers last Wednesday, choosing for his subject "The Advertising of Films."

He said that the film industry was getting about 90 per cent. of its publicity for nothing.

"But you have reached the limit of free publicity," he added. "If the industry exists on your efforts—the Press agents' efforts—it will stay where it is. The film should be developed. It astounds me that a company that will spend £50,000 or £60,000 on making a film will not use Press advertising to any extent."

"When you issue your catalogues to those who are at the theatre, you are advertising to the converted. You sell half the space in the cinema through Press agents—and through the unsuspecting editors. Such Press advertising as has appeared is infinitesimal. I do not believe you spend a quarter of 1 per cent. of your turnover in advertising."

"I do not think there is a chance of simultaneous advertising all over the kingdom, because a film shown in London in January does not appear in Norwich until April."

"The editors have gone to their limit. It is up to you people to appeal to the public through the straight Press advertising."

Advertise to the Workers in the  
**World's Pictorial News**  
The Paper that goes out of the beaten track

# The Observer

THE OLDEST AND GREATEST SUNDAY JOURNAL

**D**ON'T advertise in *THE OBSERVER* unless you have got something good. *THE OBSERVER* doesn't want sham. *THE OBSERVER'S* advertisements are taken seriously, like itself. Half the women who come to London, come to see whether the things they read of in *THE OBSERVER* advertisements are as described. *THE OBSERVER* doesn't want them to be disappointed. If you have real value, *THE OBSERVER* sells it quicker for you than any other paper.



# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## A Verse That Sold

SIR,—So great an interest seems to be taken in the matter of your recent article, "Verse—and worse," that I venture to give you an actual experience.

Being a large advertiser, locally, of course, I once burst into the world of Poetry with the following stanza:

"Mary had a coat-frock,  
It fitted her a treat.  
Where d'you think she bought it?  
Why  
Sims Read's in Parrock Street."

Maybe it is not up to Laureate standard, but it sold more coat-frocks in a week than many a larger space has done.

p.p. Sims Read,  
HENRY J. SIMS.

## Bass Embittered

SIR,—On many occasions, I have enjoyed reading articles from the—usually—able pen of Mr. J. C. Toohill. Now, I feel that I owe this gentleman a grudge. I read his awful ditty on "Bass" quite early this morning, and every bottle of Bass I have consumed to-day has been embittered . . . spoilt . . . by the memory of those verses.

Fie! Our medium is Prose, and I beseech every Club, Society, Organisation, Corporation, and Institute connected with the great game of Advertising to lodge a protest against the cultivation of a vogue for doggerel.

HAROLD W. ELEY.

## Lilt and Rhythm

SIR,—It seems to me that the functions of the poet and the copy-writer are (with reservations) much akin, especially off the lighter plane.

The function of the poet is to create a picture and so stir the soul of whoso reads by the magic of his mental imagery. Likewise the copy-man must create a picture and an atmosphere, and "warm the sympathy before he can persuade the reason." As an example, what copy-man could ever write a better advertisement about the hamlet of Grantchester than did Rupert Brooke, and who could read his "Grantchester" without longing to visit the place so graphically portrayed.

As a matter of technique, the ambitious copy-man should eat up all the poetry (not narrative in rhyme) he can lay hands on. Not only to study imagery, but to endue his own writings with that essential lilt and rhythm which appeals and invites perusal.

BARRINGTON BREE.

## Pomona and a Poem

SIR,—I have been very interested to notice the correspondence and articles in

connection with poetical advertising, and I am sending herewith a little verse advertisement used for "Whiteway's Cyders," which you may care to reproduce as being a little different in character to the already mentioned specimens. It was inserted in "undermatter" positions in a considerable number of the national and provincial newspapers, and afterwards reprinted in a booklet.

F. W. DYER.

WHIMPLE (Devon).

AN APPRECIATION.

A village square  
With poplars tall  
And running stream;  
The church o'er all.  
And ever on the air  
The orchards sweet,  
Scented with blossoms—  
Of apples speak.  
A thriving business there  
(Success attend!)  
Gives to the world  
Famed "Woodbine Blend."  
That all who run may read  
This tale is told  
Whiteway's Cyder's worth  
Its weight in gold.

F. W. D.

## Cinema Publicity

SIR,—Reverting for a moment to the piquancy of a three-line par in your "We Hear" column of September 10, in which it is stated that Mr. Murray Allison's straight talk about Press agenting "caused quite a flutter among cinema men," may I beg a few words by way of exposition.

I think Mr. Murray Allison would be the last to claim those "fluttering hearts" for the simple reason that as he himself explained, he was not conversant with film publicity methods. To explain them in detail would take up too much of your valued space, but briefly it may be affirmed that the film publicity man is generally the last man to be granted free space of any kind.

The subsequent discussion on the above occasion drew forth statements from two theatre managers, whose complaint was that their local journals were perfectly willing to accept their advertisements, week by week, but absolutely refused to grant them the editorial space that would help to increase their patronage. Yet the same journals were perfectly willing to perform that office for other forms of entertainment whose advertisement support was notoriously meagre.

The simple fact is that any Press Agenting done by film publicity men has to be honest, straightforward news,

and as the Irishman said—little o' that. Try film paragraphs on an editor and see how far you go!

No sir! Film distributors are just in the same category as commercial advertisers—they have to spend at least 10 per cent. of their appropriation on advertising.

Ask any advertising agent who has placed newspaper advertising for West End film presentations, and he will confirm this statement.

Let him give you a comparison between the amounts spent by legitimate houses on advertising and that spent by cinemas.

After confirming that you will then discover that the legitimate houses get 75 per cent. more editorial space than films.

And if you are still bent upon comparisons try and realise that nearly one million Londoners go to the cinemas weekly as against 150,000 theatregoers.

Hence those tears!

ROBB LAWSON,

Chairman, B.M.P.A.

[A report of Mr. Murray Allison's speech appears on another page.—ED., ADVERTISER'S WEEKLY.]

## 100 per cent. Representation

SIR,—Mrs. Comerford's article is interesting. I agree with her, but more so.

In the course of my experience as a sales and advertising executive I have been called upon by some hundreds of representatives. It would be flattering to call them salesmen. Here, in a sphere where the highest type of salesmanship is required, not one in ten knows the elements of it.

Whose fault is this? Possibly the proprietors', as Mrs. Comerford suggests. But what of those estimable and amiable gentlemen called "advertisement managers"?

I have many friends amongst them, and I will not say one word against them, except this: generally they are no better salesmen than the representatives. I am not quite sure of the exact functions of an advertisement manager nor of his exact value to a publisher. Granted that the functions and the value are established, he, as an institution, will doubtless remain.

To any publisher desirous of increasing his space sales, however, I would say this: "Keep your advertisement manager if you must, but appoint also a sales manager, who understands the technique and the practice (yes, I know it is a new word, but nothing in the dictionary conveys my full meaning) of salesmanship to train and control your space salesmen."

A high standard of salesmanship in a sphere where salesmanship is sadly lacking would thus be achieved, to the benefit of the publishers and to the more respectful treatment of representatives by sales and advertising managers and agents.

SHAUN P. O'CONNOR.



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**



**ISLES OF SCILLY**

"My farm is about 40 miles by sea from our market town which is Penzance."  
S. Jenkins.

**ORKNEY**

"My farm is 25 by sea and 4 miles by road from our market town which is Kirkwall."  
D. G. Moodie.

# *Farmer & Stock-Breeder*

AND  
AGRICULTURAL GAZETTE

## READ *from the Scillies to the Orkneys*

Over 100,000 well-to-do farmers throughout the length and breadth of Great Britain regularly read THE FARMER & STOCK-BREEDER. It reaches them in places far distant from shops and stores and every copy counts as a direct sales medium.

THE FARMER & STOCK-BREEDER is the leading trade journal of agriculture, unrivalled in circulation and influence, and a home journal too, catering for the domestic interests of the farmer's wife and stimulating the demand for both necessities and luxuries.

By reason of their remoteness from the manifold attractions of the town, readers of THE FARMER & STOCK-BREEDER are potential buyers of wireless goods, musical instruments, gramophones and all indoor amusements.

For their travel they need motor cars and cycles and all that pertains thereto. For their lighting,

good lamps, electric or other installations.

Farm implements, good clothing, strong footwear and wines and spirits for their farmhouse entertainments—all these supplies, and hundreds more, find ready sale through the influence of THE FARMER & STOCK-BREEDER, an advertising medium entirely devoid of "waste circulation."

**Guaranteed Nett Sale over 100,000 copies weekly**  
**RATE £80 PER PAGE**

Full particulars on application to :

**MACDONALD & MARTIN, LTD.**

**LENNOX HOUSE, NORFOLK ST., STRAND, LONDON, W.C.2**

**ROADHEAD**

"My farm is 28 miles by road from our market town which is Carlisle."  
E. Little.



Extracts from coupons selected from over a thousand sent in by readers of "The Farmer & Stock-Breeder" showing the distance at which they live from the towns in which they do their buying and selling.

**GLENURQUHART**

"My farm is 23 miles by road from our market town which is Inverness."  
D. Macdonald.

**BERTRAM DAYS**

*The agency that is not only expected to do its duty—but does it*

**COMPLETE ADVERTISING SERVICE**

Bertram Day & Co., Ltd.,  
9 and 10 Charing Cross, S.W.1  
Telephones: Gerrard 8063-4-5    Telegrams: "Aubertrada, Westrand, London."

# CLUB NOTES & NEWS

## WHAT'S ON

*Regent, Caxton Hall, 7.30 p.m., Wednesday, Annual General Meeting.*

*Hull, New Manchester Hotel, 7.30 p.m., Extraordinary General Meeting.*

*8 p.m., "The Club's Place in Community Advertising," Mr. Stuart A. Hirst.*

## Suggested Topics for the Clubs

**S**OME good subjects for discussion, that should prove interesting to secretaries of publicity clubs are contained in the syllabus of the Speakers' Bureau of the International Advertising Association.

They include:

Advertising that Pays the Merchant in Small Communities.

Essentials of Successful Retail Advertising.

Finding Industrial Markets Through the Business Press.

Outdoor Advertising As a Link in the Chain of Mass Selling.

The Advertising Agency as a Business Institution.

Reaching the Buyer Through the Newspaper.

Making the Advertising Dollar Sell More Merchandise.

Co-operative Advertising and Marketing Methods.

Analysing Markets for Increased Sales. How the Printer Helps the Advertiser.

Where and How should Direct Mail Advertising Be Used?

What Has a Bank to Advertise?

Public Utility Advertising.

Reference Media Can Help Business.

The Cash Drawer Value of Truthful Advertising.

How Can the Picture be Best Harnessed to Advertising?

## Birmingham—Full Programme for 1926 arranged

The committee of the Publicity Club of Birmingham have now completed their arrangements for the programme for the first half session 1926 (September to December) which is as follows:—

Sept. 15.—"How to Make Birmingham Goods Better Known," Chairman, Mr. A. H. Railton.

Sept. 29.—"How to Make Birmingham Goods Better Known." The scheme. Chairman, Mr. W. Henman.

Oct. 13.—Address: "The Missing Link in Advertising," by Mr. G. A. J. Hopkins, assisted in demonstrations on salesmanship by Mr. W. A. Wale.

Oct. 27.—Address: "Business Building Suggestions for Retailers," by Mr. Thomas H. Lewis. Chairman, Mr. H. W. Eley.

Nov. 10.—Address by Mr. Horace Wyatt on the co-operative scheme of the British Motor Manufacturers "Buy British Motors." Chairman, Sir Herbert Austin.

Nov. 24.—Address by Mr. E. Morison, "Why Britain is Losing its Dominion Markets." Chairman, Mr. A. Booth, District Superintendent, Great Western Railway Co., Snow Hill.

Dec. 8.—Address by Mr. C. F. Plowman, "The place of Research in Marketing." Chairman, Mr. W. L. Chance.

## Publicity Club of London—Lord Beaverbrook at Opening Meeting

Lord Beaverbrook will address the opening meeting of the new session of the Club, which will be held at the Hotel Cecil on October 4.

## Leeds—General Meeting and Plans for Coming Sessions

The Publicity Club of Leeds will re-open the session with a general meeting of club members at the Headquarters, Queen's Hotel, Leeds, on Friday evening, September 24, and meetings will be held every alternate Friday from that date.

At an executive meeting held at headquarters on Monday evening last it was suggested that a smoking concert be held on December 3, and that the Annual Dinner-Dance be held on December 10.

A full list of speakers for 1926-27 session will be given in the WEEKLY at a later date, together with the subjects to be discussed; but we understand that definite promises have been received from Mr. W. M. Teasdale, Advertising Manager of the London and North Eastern Railway; Mr. J. M. Hogge, M.P.; Mr. Gerald France; Mr. Horace Imber (*The Daily Chronicle*); and Mr. Ernest Morison.

## South Africa—The University as an Economic Factor

Aspects of the part which the Universities of South Africa play in the life of the country, and their essential differences from European Universities, were explained by Sir James Carruthers Beattie, Principal and Vice-Chancellor of the Cape Town University, in an address at the last Publicity Club luncheon Mr. R. Allister presided.

In South Africa, said Sir Carruthers, the Universities were fortunate in that Governments had always liberally supported higher education. For that support they had certain bread-and-butter work to do. They must produce men for the various professions—doctors, lawyers, teachers, and, now, men of commerce. If the standard of efficiency imparted to these men was not high, it reacted on the general public, indirectly, but very definitely, and for that reason they should keep an eye on the Universities.

## Bradford—Secretary Resigns

Mr. N. Thorpe Richardson, of the Thorpe Richardson Advertisement Service Agency, who for the past year has occupied the position of secretary of the Bradford Publicity Club has been compelled to hand in his resignation on account of business claims on his time. Mr. Richardson held the office of Programme Secretary previous to his taking over the general secretarial duties, and during his period as an official has proved an ideal man for the job. Although several names have been mentioned, no decision has yet been made as to who is to fill the vacancy.

## Regent Club—Opening Meeting

Sir Charles Higham will start the ball rolling at the Regent Advertising Club for their new season on Wednesday, October 6. The subject of the lecture will be "What is there left for Advertising to do?"



pictures, musical instruments,  
wireless cabinets, wall-papers,  
floor-polishes, etc., etc., there  
is a place for you in the

## SUNDAY CHRONICLE CONCRETE HOUSE COMPETITION

If you have not yet had full particulars, write at once to Sunday Chronicle, Tallis House, Tallis St., London, E.C. 4, or Withy Grove, Manchester.



## TO BE RELIED UPON

EVERY week you will be offered the services of a fresh firm of Process Engravers. Many will produce good work; some will offer good service; but a combination of both these essential points requires an experience and intimate knowledge of the trade which few possess.

For twenty years Gee & Watson have produced good blocks. Their experience is as wide as that of any Process Engraver in the Country. They were pioneers of the craft, and they have grown with it; not merely by copying existing methods, but by inventing new ones.

To-day the name of Gee & Watson is a symbol of good blockmaking, with a ready and efficient service. It is at your disposal at the same price as you pay elsewhere.



'Phones : { Central 1804.  
City 5971.

# Publication Notes and News

## New Encyclopædia

Full pages appeared on Tuesday morning announcing the new 1926 edition of the *Encyclopædia Britannica*.

## Interesting Change

After many years' connection with the *Daily Mirror*, Mrs. Mortimer has left that paper to take over the advertisement managership of *Time and Tide*.

## Quarterly Review

The *Manchester Guardian*, on Tuesday, contained its quarterly review of the City and Port of Manchester. The composite page carried some 230 square inches of advertising.

## Six More

The *Daily News* states that the makers of Preservene Soap are so satisfied with the results of their six consecutive front pages that they have booked six more for dates to be announced later.

## Show Number

The first of *Motor Cycling's* special numbers in connection with the Motor Cycle and Motor Exhibition will be the next three issues, to be followed by the three show numbers of *The Motor* in October.

## For the Motor Show.

In connection with the 1926 Motor Show, the *Daily Dispatch* on Friday and Monday, October 22 and 25, and the *Sunday Chronicle* on October 24, will have special pages with detailed reviews by G. C. Stead.

## Story of a Street

The Howat Advertising Service, Ltd., have this week issued a folder, headed, "The Story of a Street." It reproduces the six advertisements issued for Sauchiehall Street, Glasgow, the full story of which appeared in the ADVERTISER'S WEEKLY on July 9.

## Good Cafe Propaganda

The North of England Advertising Agency, Newcastle-on-Tyne, have produced a very good booklet for the Louvre Café, Alnwick. It is printed in two colours on a good quality paper, and on each page is shown a photograph of one section of the café together with about ten lines of easily-read descriptive matter.

## Notes on Printing

The British Institute of Industrial Art has just published "Notes on Printing considered as an Industrial Art," by J. H. Mason. An interesting section is devoted to type, in which lists of private, semi-private and general presses are given. Firms are mentioned which have produced new types and whose work shows an element of research.

## "Daily Express" Flower Show

The London Gardens Exhibition, organised by the *Daily Express* and held at the Temple Gardens, Victoria Embankment, has proved very popular with the public. Sir George Hume, when he opened the exhibition on Saturday, said that there had never been a flower show like that one. Alderman Sir George Truscott presented the *Daily Express* trophies and medals on Monday evening, when the exhibition closed. Entries were received from Bermondsey and Hampstead, from Bethnal Green and Golders Green, and from every part of London.

## No. 2,000

The *Meat Trades' Journal* this week publishes its 2,000th number. It was established in 1888.

## On Seed Packets

*Garden Work for Amateurs* is being advertised this year on 10,000,000 seed packets. The circulation is consequently increasing rapidly.

## Morris Cars Page

On September 11, the *Sheffield Independent* carried a good composite page on Morris Cars.

## In Five Counties

The *Grantham Journal* has issued an interesting map showing the five counties in which the paper circulates together with revised rate cards.

## Preparing for Winter

The August 28 issue of *The Ironmonger* was a "Special Lighting Number," and included a section, printed on yellow paper, with 36 pages of advertisements.

## Womens' Fashions

The *Nottingham Guardian*, on Wednesday, carried a composite page on the new autumn fashions in womens' clothing. An interesting review of the latest novelties was bordered by four columns of drapers' advertisements.

## Free Circulation

The *Hornsea and District Bulletin*, which is nearing its 100th number, is a 12-page paper. It is delivered free to some 1,000 houses, and contains local notes, together with a mass of advertising.

## Good Programme Advertising

The Bree-Pearson Studio, Leicester, produced a clever piece of copywriting for a piano firm in a theatre programme. The studio obtained the centre of programme, wedged between the cast and the scenes. The copy was headed boldly "Entr'acte." It pointed out that life was a sequence of entr'actes linking up a few unusual events. The periods between visits to the theatre could well be filled by the sweet conversation of a Russell piano!

## Window Dressing Competition

On Monday, the *Daily Dispatch* announced a window dressing competition for Manchester shopkeepers. The judging will take place during Civic Week. Small and large windows have equal chance, and the *Daily Dispatch* believes that the competition will result in Manchester shopkeepers being able to impress their superiority upon the thousands who will throng the city during Civic Week. Many prizes are being given for the best-dressed windows in three classes, and the paper itself is putting up a championship cup and other trophies.

## Fine Offset Printing

The latest folder of Herbert Morris, Ltd., Loughborough, is an exceptionally fine piece of offset printing. The central picture, which is 16½ by 10½ inches, shows crates of tea running down the Morris conveyor. The folder was produced by Offset Press (Long Eaton), Ltd., and is a most creditable piece of work. It is doubtful whether such a good effect could have been obtained for this particular subject by any other printing process. The softness of the pictures, the warm but not overloaded colouring, give life to the subject. The difficulty of making the interior of a factory appear alive and interesting has certainly been overcome.



If you would  
reach the  
right people  
you must  
use —

*The new 24 page*  
**EVENING  
STANDARD**

On and after Monday next the "Evening Standard" will be 24 pages. One of the greatest triumphs in modern newspaper production results in London's First Evening Newspaper becoming half as big again. With all the brilliant features retained and added to, the "Evening Standard" becomes more than ever essential to the advertiser with quality goods to sell.

**E. R. ROBERTS, Advertisement Manager,**  
"Evening Standard," 47, Shoe Lane, E.C.4.  
(Telephone N CITY 2040.)





# A Complete Advertising Campaign

In a complete Advertising Campaign, every mode and medium of Advertising under contract should be used for its own specific purposes.

*The Press for  
reason-why Copy  
Posters for Display  
Direct-by-Post  
Advertising*

for trade organisation and in certain cases instead of Press Advertising.

*Follow-up Systems*

for dealing with postal inquiries.

The proper plan for any given advertiser's business can only be known by discussing that business with him. Very often

*Market Research reveals  
unexpected facts*

The Sheldon Market Survey, which is the most complete and the most recent general collection and analysis of statistical facts relating to this Kingdom, may open the door to new plans, or may suggest special researches on conditions affecting a particular business. Our Statistical department is equipped for conducting such investigations with any desired amount of minuteness.

*All Varieties of  
Advertising*

*(Press, Poster, Direct-by-Post, &c.)*

are conducted for their clients by

**Sheldons Ltd**

SERVICE ADVERTISING  
PRESS AND POSTER

**Sheldon House  
Queen Street  
LEEDS**

B C M/4 AD6

# Three Books for Advertisers

## On Printing

IN appraising the work of earnest students it is not always easy to be truthful, particularly when appreciation comes more readily to the pen than criticism.

But so many nice things have been said about the "Year Book of the London School of Printing and Kindred Trades," and so little purpose would be served by adding to them, that one who is himself a student (who in printing and advertising is not?) will be forgiven if he appears to find fault where merit is more conspicuous.

As an advertisement for the school, the 1925-1926 *Year Book* is impressive; as an example of book production and the various processes of printing it is most important; as a record of the school year it is admirable; as a demonstration of ability in commercial typography it is disappointing.

Obviously the *Year Book* was not designed to interest advertisers, but we may be pardoned for expecting a little more consideration than is indicated for the particular needs of the printer's most important customers. Only seven examples of advertisement settings are shown, and they smack loudly of the type founders' specimen book. They suggest that the students' aim was to satisfy the demands of tradition rather than modern advertising.

The typographer of to-day must be ingenious and resourceful in his work for the advertiser. It is not enough to be grounded in basic principles. He must know how to invest type with persuasiveness as well as legibility. He must bring imagination to the case in addition to technical skill. These qualities are the result of training.

The commercial settings in the *Year Book* are unimaginative. No one would regard them as being capable advertisements. Probably the tutors themselves are responsible for this. The students' work only reflects the instruction given to them.

Only one example of illustrated advertisement is shown—a straightforwardly symmetrical drapery display. As nearly all advertisements have pictures nowadays, it seems that the student should be taught how to weld the picture and the type into one harmonious whole—an art sadly neglected.

To make a practical suggestion, would it not be possible for the school to undertake actual advertisement settings for advertising agents? The students would be given greater latitude than is customarily accorded to compositors. It would have to work within prescribed limits. The finished settings might then be criticised by the agents from a purely commercial standpoint.

Such experience would be tremendously useful in familiarising the learner with commercial requirements, and the fact of designing real advertisements would stimulate keenness. Something of the sort may already be done. There is no evidence of it in the *Year Book*, however.

A. S. W.

## On Commercial Art

PROMINENT British and Continental artists are the contributors to an interesting volume, "My Method," published this week by Gordon and Gotch (7s. 6d.).

Their confessions have been edited by Mr. Fernand A. Marteau, and he has been successful in obtaining articles by men of widely differing characteristics. All the articles are fully illustrated by sketches and finished drawings, emphasising the points in the "confession," and they are of remarkable interest to the layman to whom the evolution of a drawing is probably an entirely unknown process. The value to other artists—those who have arrived and those who are just booking their passage—does not need underlining.

The work of Norah Schlegel, "Sem," Ludwig Hohlwein, G. E. Studdy, and the remainder of the 17 contributors, is so well known that the insight into their methods has a peculiar interest. "The drawings which I do for publicity purposes are very seldom thought out beforehand," says Ribas, the Spanish artist. "I generally try to visualise my subject before touching the paper," says Harold Nelson. "I always have the printing machine at the back of my mind," says Norah Schlegel. And all the others indicate in one way and another that they have appreciated that sometimes forgotten fact—that a commercial drawing has to be reproduced.

"At one time I used to paint my posters in actual size in distemper, but I gave this up years ago," says Ludwig Hohlwein. His work now is done in water colour.

These two or three extracts show that the book is eminently practical as well as beautiful. It is well printed and bound, and is well supported by advertisers of artists' materials and requirements.

H. C. F.

## Teaching the Representative

THE remarks by Mrs. Comerford in the last issue of the *WEEKLY* on things the representative often does not know about his own paper, failed to wring the withers of any of the representatives of the "Big Six." They have been supplied for some time past with an extremely handy pocket volume of information about the technical side of advertising and newspaper production.

The information is printed on one side only, and on the blank page opposite the representative can enter any additional information which he gleans on the subject.

There are some pages on the arguments in favour of the weekly Press; on the make-up of a page, with diagrams for each of the papers owned by the firm; on illustrations and block-making, with details of the Big Six screens; on various kinds of type and their sizes; proof reading; formes; make-ready; photogravure; colour printing and paper.

It will be seen, therefore, that the representative who studies his book must be well informed on all the fundamental points about the production of his paper.

Finally, there is a page of general advice, with some pertinent "Don'ts" for canvassers.

The book is not, of course, in general circulation, but it is a model on which many other large publishing houses might usefully build a volume for their own staff.

# IMPORTANT

ADVERTISEMENT DEPARTMENT

The Amalgamated Press (1922) Ltd.

Telephone:  
City  
202

LONDON MAGAZINE . . . MY MAGAZINE  
PREMIER MAGAZINE . . . ALL SPORTS  
FASHIONS FOR ALL . . . HOME FASHIONS  
CHILDREN'S DRESS . . . MADS FASHIONS  
WOMAN'S PICTORIAL . . . WOMAN'S WEEKLY  
BEST WAY BOOKS . . . PICTURE SHOW

Telegrams:  
Mistitled Cent.  
London.

The Fleetway House - Farringdon Street - London E.C. 4.  
16th September, 1926.

Dear Sir,

ALL THE SPACE SOLD

I was allowed forty pages of advertisements in "WOMAN'S PICTORIAL" dated 9th October, which will carry the first instalment of the authorised life of Queen Mary.

Two weeks ago, although it was three weeks before press day, the bookings reached the forty pages, so that I have been unable to accept another inch for the issue in question.

Advertisers who are now too late for the issue mentioned, are invited to send me a note of their requirements for the second and subsequent issues carrying the Queen Mary feature. These are not yet quite booked up, but it looks as if I would be compelled to apply the closure upon many of them some time before they are due to go to press. Press day of the second issue (dated October 16) is September 22nd.

Rate, as you know, is only £40 per page. If you care to wire me your instructions, I shall be glad to bear the cost of the telegram.

Yours faithfully,

*W. M. Robertson*  
Advertisement Manager.



# Spark-L

The Macnamara Galleries are a permanent exhibition of the work of many of the leading British and Continental artists.

The Organisation for ensuring a permanent and varied selection of Commercial Art designs, includes a travelling Art Director and branch offices in Paris and Brussels.

A cordial invitation is extended to buyers of Commercial Art work to inspect the Macnamara Galleries. Or a representative will be pleased to call by appointment with a selection of sketches.

The Macnamara Galleries are *not* Artist's Agents. They are Commercial Art Dealers and have exclusive rights for the work of some of the foremost Continental Poster Artists.

## MACNAMARA GALLERIES

72/8, Fleet Street, E.C.4.

Telephone: CITY 0158.

## Current Advertising

Notes of New Business Going Out : New Advertising Now Appearing in the Press and on the Hoardings

C. F. Higham, Ltd., have commenced the new season's appropriations for Wolsey Underwear and Royal Ediswan Electric Lamps and Valves.

Wilkes Bros. and Greenwood, Ltd., are giving out business for Britella Hosiery.

G. Street and Co., Ltd. (Gracechurch Street) have been placing instructions for Eastman's Dyeing and Cleaning.

London Press Exchange, Ltd., are booking space for Bean Motor Cars and new schemes for Radiation and Buoyant Easy Chairs.

S. H. Benson, Ltd., have been issuing series orders for Virol and Milk.

E. W. Barney, Ltd., are handling a newspaper scheme for State Express 555 Cigarettes.

Samson Clark and Co., Ltd., are running large space displays in London newspapers for Aspro, and have recommenced placing for Triplex Grates.

A. J. Wilson and Co., Ltd., have been giving out for the Austin Motor Car new programme.

C. Vernon and Sons, Ltd., have business in hand for Hood Rubber Military Boot, Waltham Watches, and are continuing for Euceryl and Jacobean glass.

Imperial Agency has again been booking space for Army Club and B.D.V. Cigarettes.

Arthur Knight Co., Ltd., have increased display advertising for Bravingtons.

Richter's Agency has renewed placing for the Interoven.

J. P. Shaddock has been giving out for Red Dwarf Stylo Pens.

Heritage Peters Advertising Agency have renewed contracts for next season for Alvis Cars, Bluemel Accessories, Brico Piston Rings, Cicca Accessories, Cluley Cars, Coventry Climax Engines, Coventry Direct Supplies Ltd., Easting Windcreens, Godiva Carriage Co., Rover Cars, Serek Radiators, and Singer Cars and Cycles.

Smiths' Agency, Ltd., have renewed for Beresford Maxwell, E. J. Wood and Foot and Co., and have new business in hand for Catesby's, Boots and Twilfit Corsets.

J. Varney and Co. (Manchester) have been issuing series orders for Germolene and Dr. Cassell's Tablets.

Bertram Day and Co., Ltd., are booking for Beasley Surgical Appliance.

J. H. Goring has new business placing for Bissell Carpet Sweeper.

Walter Pearce and Co. (Bristol) are giving out for the Wilmot Destructor.

Central New Advertising Department is handling bulb advertising for John Waterer, Sons and Crisp, Ltd.

Barker, Drabble and Co. have increased newspaper displays for Ner-Sag, Swiftsure Washer, and Forsyth's Four-in-one Weathercoats.

Brandis-Davis Agency, Ltd., are again booking space for Hampton Plant Co., and have new business in hand for Eastern Foam Vanishing Cream and Facktative.

Amalgamated Publicity Services, Ltd., have resumed large space advertising for Canda and C. and A. Modes.

Osborne-Peacock Co., Ltd., have been issuing instructions for Mylesta Underwear.

Carlton Publicity Service, Ltd., are handling advertising appearing for Neron Electric Lamps.

W. J. Southcomb's Agency has recommenced placing for the Triumph-Auto Piano.

Greenly's, Ltd., are again booking newspaper space for Smart's Furniture.

Arks Publicity, Ltd., have started a campaign for Mullard Valves.

The Heritage Peters Advertising Service, Ltd., have been re-appointed agents for Singer and Co., Coventry, for the ensuing season, and will be giving out business in connection with the Motor Show.

Carter, Turner and Turner and Co., Ltd., have in hand a new Autumn campaign for "Sparling Cut," and are now placing for A-Shan Hats, Cable Hosiery, and L. and A. Froomberg (Woollep Merchants).

Goddard Watts, Ltd., are placing for London Radio Manufacturers, Orphean loud speakers, and Wingrove and Rogers' electric vehicles and wireless parts.

Spottiswoode, Dixon & Hunting, Ltd., have been placing further business for Marmet Baby Carriages.

## Reproducing an Oil in Oils

REPRODUCTIONS of oil paintings that were just like an oil painting have been obtainable for many years past, but a reproduction that is an oil painting is something quite novel.

One of these reproductions lies before me at the moment, and although I have seen the mechanical process by which it is done it is still difficult to believe that it is not the actual work of the original artist that I am looking at.

The picture to be reproduced is traced on silk which has been stretched on a hinged frame and the main colour, say blue, is poured into the frame. This colour is not printers' ink. It is oil paint, with the paint ground to the right consistency to pass through the mesh of the silk. A squeegee is dipped in the paint and passed once over the silk. The pattern of the picture is printed, all in

blue on the cardboard, paper, fabric, metal or whatever may be the material on which it is desired to print.

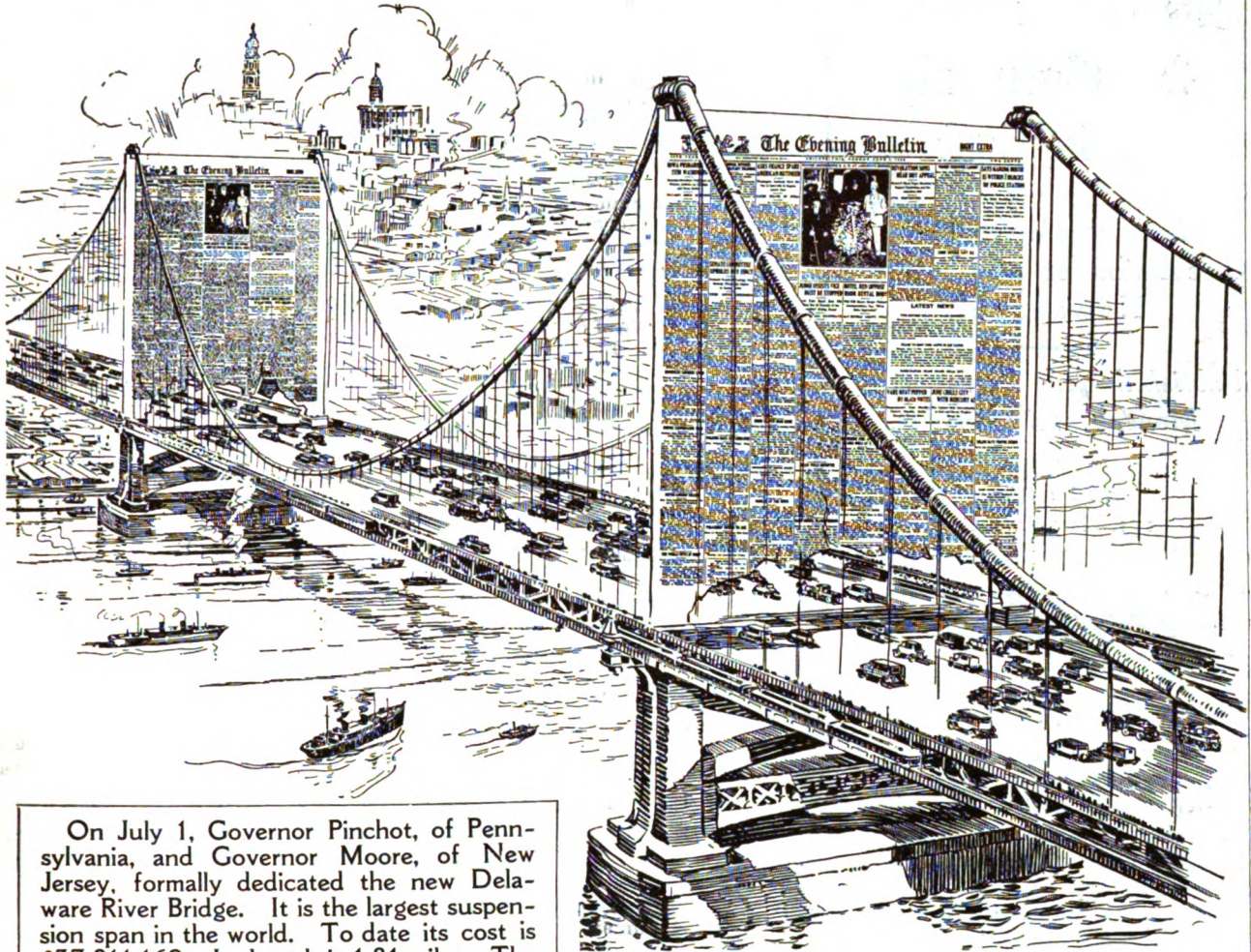
Then the blue part of the picture is blacked out on the stencil, the stencil cleaned up, and the next colour, say red, is printed in the same way. All the design is then printed in red, except for the part that is to be blue finally. And so the printing goes on, colour after colour, up to any number required, all from the same stencil.

The system has obvious possibilities for novelties in show-cards. It has possibilities for posters, for blotters, for all manner of advertising media.

Lieut.-Col. Mark Mayhew, who is the sole concessionaire for the issue of licences to operate the patents in the United Kingdom is now giving demonstrations in London. H. C. F.



# How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and Governor Moore, of New Jersey, formally dedicated the new Delaware River Bridge. It is the largest suspension span in the world. To date its cost is \$37,211,169. Its length is 1.81 miles. The main span measures 1,750 feet and is 135 feet above the mean level of high-water.

## The Evening Bulletin is the Main Support of the Bridge Between the British Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U.S. Census figures give 5.4 persons to a family in this market, America's foremost market for British Made goods.

Divide the population by 5.4 and the result will show you how completely this one newspaper covers this field.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—



## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1926. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247, Park Ave. (Park-Lexington Building).  
Chicago—Verree & Conklin, Inc., 28, East Jackson Boulevard.  
(Copyright 1926—Bulletin Company)

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321, Lafayette Boulevard.  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681, Market St.



## ADVERTISE IN CORNWALL.

# The West Briton & Cornwall Advertiser

**Largest Guaranteed  
Circulation of any Cornish  
Newspaper.**

**Published in Truro every  
Monday and Thursday.**

London Office :

151, Fleet St., E.C.4.

Mr. J. T. Robson. Telephone, Central 4438

## A RIVAL'S VIEWPOINT :—

*"I know a young man who would do an Advertiser or Agency good. He is a copywriter of proved ability, with nine years' Agency work of the highest order. He has sound ideas on design and layouts—can produce work of the kind that is wanted. His ambitions are tempered with an integrity of purpose such as is rarely found. There are few young men who are as thoroughly capable."*

## GET HIM!

Box 339, "THE ADVERTISER'S WEEKLY."



TO INTRODUCE YOU a neat calling card is essential. With Carfax case cards there is no waste, every card clean and presentable, found and detached in a moment. Bound in booklets which slip into a leather case that adds the final touch.

**5/6** PER 100 INCLUDING CASE.

Quotations for quantities and plate printing gladly sent.

**THE CARFAX CO., 91, Regent St., W.1**

**Overseas Advertising**

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

**D. J. KEYMER & Co., Ltd.,**  
36-38, Whitefriars Street, E.C.4.  
Telephones: Central 8877  
Telegrams Remyek, London.

# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## JOINT STOCK COMPANIES

The names of the undermentioned companies were struck off the Register on September 7, 1926, and such companies are dissolved :—

Advertising Balloon and Novelty Co., Ltd.

American Publications, Ltd.

Arcadian Publishing Co., Ltd.

Berkeley Press, Ltd.

Brots' Ltd.

Northern Sporting Printing and Publishing Co., Ltd.

Profitable Advertising, Ltd.

Richmond Press, Ltd.

Sales and Advertising Service, Ltd.

Sales Publicity, Ltd.

Wimbledon Advertiser, Ltd.

## VOLUNTARY LIQUIDATIONS

(NOTE.—Voluntary liquidations, may, in some instances, refer to companies in course of reconstruction.)

**The Waldorf Press, Ltd.**—Resolved September 3, 1926, that the company be wound up voluntarily, and that Mr. A. P. Evens, 168, Regent Street, W.1, be appointed liquidator.

**W. G. Warner and Co., Ltd.**—Resolved September 1, 1926, that the company be wound up voluntarily, and that Mr. W. J. Watt, 61, Chancery Lane, W.C.2, chartered accountant, be appointed liquidator.

**Griffiths and Weller, Ltd.** (in voluntary liquidation)—Pursuant to sec. 188 of the Companies (Consolidation) Act, 1908, a meeting of the creditors of above company will be held at 245, Kingsland Road, E.2, on September 22, 1926, at 2.30 p.m. Claims to (liquidator) F. Davies, 245, Kingsland Road, E.2.

**Albemarle Press, Ltd.** (in voluntary liquidation)—Final meeting of members of this company will be held at offices of Messrs. Jas. Todd and Adams, 1, Gt. Winchester Street, E.C.2, on October 11, 1926, at 11 a.m., for the purpose of hearing the liquidator's report on the winding-up. Liquidator : F. Wilcocks.

## RELEASE OF LIQUIDATORS

**Business Indicators, Ltd.**, 18, Regent Street, S.W.1 (00181 of 1925). Liquidator : Mr. G. D. Pepys, Official Receiver and Liquidator, 33, Carey Street, W.C.2. Release, August 27, 1926.

**Morgan Reeve Co., Ltd.**, 20-22, Goldsmith Street, Kingsway, W.C. (00188 of 1924). Liquidator : A. R. Smith, 4, London Wall Buildings, E.C.2. Release dates August 17, 1926.

## NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C.2.]

**Team Mixers, Ltd.** (14,301).—Private company. Registered in Edinburgh September 9. Capital £500 in £1 shares. Objects :—To carry on the business of advertising and publicity agents, billposters, lithographers, printers, wholesale stationers, art designers, etc. Secretary :—J. D. Place. Registered office :—35, Miller Street, Glasgow, C.1.

**J. P. Poel, Ltd.** (216,125).—Private company. Registered September 9. Capital £100 in £1 shares. Objects :—To carry on the business of booksellers, printers, publishers, general advertising agents and contractors, etc. The directors are :—P. G. Joel, J. C. Pickstone. Solicitor :—A. Bolden, 35, New Broad Street, E.C.2.

**City Publicity Service, Ltd.** (216,103).—Private company. Registered September 8. Capital £500 in £1 shares. Objects :—To adopt an agreement with H. E. Chant, and to carry on the business of advertising specialists, etc. The directors are :—H. E. Chant, A. Chant. Registered office :—11, Ludgate Hill, E.C.4.

**Edgar Sessions, Ltd.** (216,124).—Private company. Registered September 9. Capital £2,000 in £1 shares. Objects :—To carry on the business of printers, lithographers, advertising agents, etc. The directors are :—E. Sessions, A. Nadin. Registered office :—20, Grassmere Road, Muswell Hill, N.10.

# Ideas for Display Men

Are Stunt Windows Useful? The Colour Question Reviewed

THE Convention of Display Men at Oxford produced some very interesting papers from well-known display experts. Some of these were briefly reported in last week's WEEKLY.

Mr. Privett (Portsmouth Gas Co.), said he should like to see more men from the hardware and similar trades in the ranks of the display associations. Speaking of his own type of goods, gas apparatus, gas cookers and fires, he said he had even gone so far as to put in a display which was entirely without a gas appliance of any kind. He thought "stunt" windows did not aid sales very much, but they were worth while now and again, since they made pedestrians keen to study the windows. "Stunt" windows must be connected with the services offered or they were no good at all.

## Magic of Colour

Mr. A. T. Bird (Display Manager, Messrs. Harvey Nicholls, Ltd.), speaking

on "The Province and Power of Colour in Window Display," said the important part for display men to remember was that every colour had its hue, its intensity and light and shade effects. The significance of colour must also be taken into account or some very pretty window displays would fail entirely in their purpose. Purple, for example, was the colour to use when a sense of mystery or solemnity was desired. As for red, primitive peoples still used red to express fire, passion, temper and tumult. Red irritated the optic nerves and brought out the erratic side of people just as it excited the temper of the bull and made the peacock set his feathers.

The conference concluded with a lantern lecture which summed up the various branches of work of the display man and his particular needs. Entitled "Art and Craft of the Display Man," it was given by Mr. H. Ashford Down (Display Craft, Ltd.).



## Saw Teeth and Selling Sense

Some forty years ago, a man invented a saw-tooth bread-knife. It was a good tool to have in the house and he knew it. His capital was limited and he had his knives made a gross at a time. With a satchel full of them, he rang door-bells from sunrise until twilight. Sales averaged ten a day—ten shillings a day profit. It took him ten years to get distribution through hardware stores.

To-day he would sell his invention to somebody with capital who would make bread-knives by thousands. The endorsement of Good Housekeeping Institute would make merchants and more than 160,000 women want them. Good Housekeeping would ring the door-bells and tell housewives where the knives could be had. That is what this high-powered canvasser does all the time for over 400 advertisers who say it does a good job.

## GOOD HOUSEKEEPING

C. R. FASTNEDGE,  
*Advt. Manager,*  
153, Queen Victoria Street,

NORTHERN OFFICE : London, E.C.4.  
1, PRINCESS ST., ALBERT SQUARE MANCHESTER.



# A FOUR-FIGURE JOB GOING

**BOX  
345**

**SERVICE MAN WANTED**—A versatile man who has already to his credit the conception and execution throughout of some important national campaigns. His presentation must be of an extremely modern type and his ability to write must be undoubted. For an exceptional man an exceptional post and salary is waiting. Applications will be treated confidentially and should be accompanied by the fullest particulars.

The Advertiser's Weekly, 66, Shoe Lane, E.C.4

## AN IDEA—

For a Booklet or Folder. Title, with intro copy and copy-theme. New aspect of approach for a Home subject; Homes, Furnishing, Appointments, L.S. Devices, etc. Idea at present confined our brain. No "separate existence." Available to one reputable manufacturer at fair price. Rough-out in colour on "right" paper included. Enquires incur no ob. Nor are we bound communicate idea to any one correspondent if—in our view—idea is not truly appropriate to proposition.

**The BREE-PEARSON Studio**

—ADVERTISING—

Market Street, Leicester.

**dependable  
service · in  
printing**

Typesetting  
Hand or Mono  
Half-Tone &  
Colour

**Cooper & Budd**

Peckham, London, S.E.

(Telephone New Cross 302)

## DOES ANY

### ADVERTISING AGENCY

(or other allied organisation) in London feel interested in acquiring the services of a man of 46?—a "young" man of 46, be it said.

The man in question does not claim to be an expert, though he does know quite a lot about publicity work generally, and would now like to be still more closely associated with it.

\* \* \* \* \*

Well educated, widely travelled, and with a knowledge of languages as well as of business affairs, he has imagination, enthusiasm, and a matured sense of present-day human values and realities, as well as a good eye for copy, design and lay-out.

\* \* \* \* \*

In fine, an earnest, dependable, cheerful man of high character and good social standing.

Box 344,

**ADVERTISER'S WEEKLY,**

66, Shoe Lane, E.C.4.

### 12 YEARS' EXPERIENCE

of Agency practice in all its branches from the production-management of a national advertiser's campaign to the handling of small accounts. Have also compiled and edited (including space-selling) catalogues of national exhibitions. Now seeking post as manager or assistant in advt. dept. of live manufacturing firm. Write Box 342. "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

## BROADCASTING—(Cont. from p. 348)

formation of a V.D.R. Audit Bureau of Circulations; under the auspices of the V.D.R. and the German Ministries of Trade and Education, an Advertising Education Week will be held all over Germany from October 4 to 9, when special lectures and courses on advertising will be commenced by the various V.D.R. branches all over the country, and commercial teachers have been urged by the Ministries to avail themselves of these facilities.

Early this year the first Advertising University was founded by the Munich branch of the V.D.R.; this Advertising Seminary forms now part of the Institute of Newspaper Research at the Munich University, and most prominent advertising men have been commissioned as professors of advertising; to-day, advertising lectures and courses have been arranged by the V.D.R. branches at practically all German Commercial High Schools, Trade Universities, etc.

### Broadcasting

These educational activities formed the greatest part of the Convention discussions and one of the most interesting announcements that was made in this section was the acceptance on the part of various German broadcasting stations of regular "Talks on Advertising"; the first advertising-radio hours will commence next week from both the Berlin and the Leipzig broadcasting stations.

It was also announced that the Advertising Fair Committee, which was formed at last year's Convention, and which consists of members of trade and industry, members of the B.D.G. (Society of German Commercial Artists) and the V.D.R., has been able to secure the finest and largest exhibition building at the Leipzig Fair, and the largest at that in Europe, the Ringmesshaus at Leipzig (14,000 square metres exhibition space) for the purposes of the Leipzig Advertising Fair, which has hitherto been housed in the Academy of Graphic Arts, where lack of space was rather embarrassing. Furthermore, the Berlin Annual Advertising Fairs will be resumed in 1928.

### Coming Events

Other Convention announcements were: A large scale exhibition of "Paper and Advertising," demonstrating the history and relationship between paper and advertising, at the Dresden Annual Trades Fair, 1927; a window-lighting contest week at the end of this month; the appointment of the V.D.R. as advisers on advertising and display competitions; and the appointment of many V.D.R. members as advisers to commercial courts.

The Frankfurt branch of the V.D.R. were the hosts of this year's annual Convention, and one of the most interesting advertising weeks had been arranged by this group on this occasion; the V.D.R. branch, in co-operation with the Frankfurt branch of the B.D.G., opened on September 3 an International Poster Exhibition, which attracted huge crowds from all over Germany.

## IMPORTANT TO PROVINCIAL NEWSPAPER PROPRIETORS.

Advertiser, with suite of most excellent Offices, complete Staff, etc., is open to accept one or two more Provincial Newspaper Agencies (canvassing). Knows everybody in the business.

**PAYMENT ONLY BY RESULTS.**

**Replies :—Box 335, "THE ADVERTISER'S WEEKLY," 66, SHOE LANE, E.C.4.**

# Revolution in Advertising Art!

*Universal interest attends demonstrations of*

## **SILK STENCIL PRINTING** **by "Selectasine" (Patent) Process**

- ❧ Buyers of colour printing and Artists are charmed with a reproduction which looks as if it had been done by hand.
- ❧ Progressive Printers instantly perceive new possibilities of trade with the smaller buyers.
- ❧ Dealers in stock prints and calendars are amazed at our oil colour pictures which they mistook for originals.
- ❧ Signwriters realise they can now substitute silk stencil printing in quantity for hand painted work.
- ❧ The simplicity of the work is manifest to all.
- ❧ All Printing buyers, Printers, Advertising Agents, and Signwriters should immediately make inquiry into this process, and view the practical demonstrations now being given by

## **"Selectasine Patents"**

(Sole Concessionnaire Lt.-Col. M. J. Mayhew, O.B.E.),

**82, HIGH STREET, BOROUGH,**

**LONDON, S.E.1.**

Stations : LONDON BRIDGE and MONUMENT

'Phone : HOP 2714.



# MALE AND FEMALE YOUTH AND AGE

"**W**HAT a miniature world this place is. I know that man; he is a financier of repute. There's a woman whose children are the prettiest in the town. That girl is J——'s secretary. The fellow in the corner would have made his fortune in wool, but he preferred Art. So they come and go as the train serves them—and you never now beside whom you are sitting."

The Pencil Advertisements in L.N.E.R. carriages are read by a vast company of people who make 950,000 journeys every day, representing every interest of humanity. The dignified, persuasive pictures which carry to them your message are all on the line of sight, and you may be perfectly sure that no journey is completed that does not make your product known to the many who need it immediately. Use this new medium.

## SAY IT IN PENCIL TO THE BUYER SIDE OF BRITAIN

FOR RATES and brochure giving full information about this good advertising, address your enquiry to the Sole Agents for the company. Charges are low, and include provision of sketches and panels, with regular inspection by the company's own servants. Send a card now.

T. McDOUGALL, LTD., KINGSWAY CHAMBERS,  
44/46, KINGSWAY, - - - LONDON, W.C.2.

Telephone: Holborn 5240.



## Use the WOMAN'S MAGAZINE and secure the best Results

Write for Specimen Copies, Rates, Net Sales, and any further particulars desired to the Advertisement Manager, Mr. Charles Arnold, Religious Tract Society, 4, Bouverie Street, E.C.4.

## LIVERPOOL TELLS THE WORLD

Big Exhibition of Industries during Civic Week

**T**HE Liverpool *Daily Post* and *Echo* have accepted the invitation of the Liverpool organisation, with the support and approval of the Lord Mayor, to promote for the city a great exhibition of the commerce, trade and industry of Liverpool and district.



Planned on a comprehensive scale, the exhibition will be held during Liverpool Civic Week, from October 15 to 30, in the old Owen Owen building, London Road, which is extremely well adapted for the purpose.

An exhibition of this kind, in which working exhibits will play a conspicuous part, should abundantly justify itself as a means of letting the country know more about the enterprises of Merseyside. Visitors from a wide area will be attracted to Liverpool during Civic Week, and to them, as well as to the inhabitants of the city and district, the exhibition will make a strong appeal.

The *Daily Post* and *Echo* have secured the services, as organiser and director of the exhibition, of Mr. F. E. Bussy, whose experience in the promotion of enterprises of this kind is well known to all advertising men. The exhibitions he has organised have ranged from enemy aircraft to Empire-grown fruit, from housing to industrial psychology.

The exhibition has been thoroughly advertised. A quarter double-column appeared last week in the Liverpool *Daily Post*, Liverpool *Echo*, Liverpool *Courier* and *Express*; *Daily Mail*, *Times*, *Daily Telegraph*, *Yorkshire Post*, *Manchester Guardian* and the *Glasgow Herald*. In addition, the preliminary announcement occupied a whole or a half-page in every paper in Liverpool.

## TO ADVERTISE WARRINGTON

**B**Y no means least among the Civic Week efforts that are shortly to be launched is that of Warrington, the "Town of many industries." This gateway of Lancashire, through which all traffic must pass, is setting out to tell all England that it is not a town to be passed through rather than stayed in.

The advertising is in the hands of Ernet Light and Co., Warrington, and they are carrying out a campaign with great energy. Press announcements, adhesive correspondence stamps, window stickers, and a fine hand-book are among the media adopted to make known the date of the Civic week, September 25 to October 2.

There is to be an Empire Exhibition at the Empire Hall, opened by Sir Philip Cunliffe-Lister and organised by British Industrial Exhibitions, Ltd.

One of the most novel efforts is a trade marks competition. Coupons in the form of postage stamps will be printed, featuring the trade marks of branded products. For a purchase of 6d. the public will receive one coupon, for 2s. 6d. two coupons, and so on. Competitors will collect the coupons and stick them in special squares on a voting paper, placing them in their order of merit. The prize money for the competition amounts to £200.



# The great *family* newspaper of New South Wales

The "Daily Telegraph" is not only the greatest political fighting force in New South Wales, but it is the great HOME paper. Its Social, Pictorial and Radio supplements make it a welcome friend in 76,000 homes. These homes are a fertile field for advertisers to cultivate.

## Sydney Daily Telegraph

Established 1875

Net Paid Circulation 76,000

**Sydney**

**Australia**

*Rate Card, Specimen Copies and full particulars from:—*

**LONDON OFFICE:**

***H. C. Grellier,***

**173/5, FLEET STREET, LONDON, E.C.4.**

*Telephone :*  
Central 5380

*Telegraphic Address :*  
"Grellier, Fleet, London."

# The Sales Manager's MAP of Great Britain

Something entirely new. Specially compiled to show at a glance the business and advertising possibilities of the various parts of the country.

The Sales Manager's Map of Great Britain has been published to meet an insistent demand from Sales and Advertising Managers for a map containing just those features required for a Sales or Publicity campaign



Details upon application to "A. W.,"

**FLEET SALES SERVICE LTD.,**  
**1 & 2, PLEYDELL COURT, FLEET STREET, E.C.4.**

Telephone: Central 2701.

## BETTER TRADE

Better trade will not come as a result of concentration on one phase of publicity, but by judicious use of media that collectively cover all its phases. Oxfordshire is a wealthy county and must be included in every complete advertising scheme THERE IS BUT ONE WAY TO COVER

OXFORDSHIRE

—Through the—

**Oxford  
Times**

Rates and Specimens, etc., from  
Chief Office,

**38, Queen St., OXFORD.**

Yorkshire, West Riding

**Cleckheaton and  
Spenborough  
Guardian.**

AUDITED NET SALES  
for the first six months of  
1926—8,040 per issue, which  
is larger than that of any  
other local paper or series  
of papers.

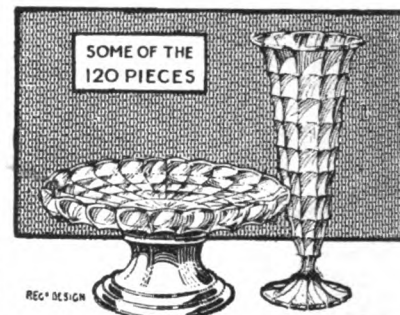
London Office: 151 Fleet Street, E.C.4.  
Mr. J. T. Robson. Telephone, Central 4438.

**REPRESENTATION—BIRMINGHAM & DISTRICT**  
Advertiser, some years experience outside for leading London Agency, since employed as Advertising Manager by several large Engineering Firms, desires to represent technical or trade paper in the Midlands. Good Commercial Photographer with own apparatus; can prepare rough sketches, layouts and copy for Advertisers. Would consider commission terms. Box 55, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

**PUTTING A SPARKLE INTO  
SMALL SPACES—**(Cont. from  
p. 349)

nise with the advertising, and a striking window-sticker was produced which attracted the passer-by to the display of Jacobean glassware. Moreover, the trade was linked up with the national advertising by insertions in the glass trade papers.

First of all, the home journals were used. Then came a launching out



COSTS NO MORE THAN ORDINARY GLASS.  
CATALOGUE FREE.

Prices: Rosebowl on Stand 7/11  
Vases, from 2/6 to 7/-

**JACOBEBAN**  
Regd.  
**GLASSWARE**  
CLAYTON MAYERS & CO. LTD.  
28, GRAY'S INN ROAD, LONDON, W.C.1

*One of the smaller spaces used  
to advertise Jacobean glassware  
that succeeds in reflecting  
quality*

into the *Daily Mail* with immediate results. There followed a campaign in the leading London dailies and provincial journals published in the big towns. Colour work was introduced and this Christmas colour pages will appear in the home journals.

### Successful

The effect of this small advertising exceeded all expectations. The illustrations, copywriting and lay-out all breathed quality and distinction, personality and unique qualities. The example of the cheese dish, with the headline "A throne for the cheese," is typical, and a real sparkle was introduced into the succeeding copy that reflected the sparkling and lustrous qualities of the product.

The consistent use of small spaces in positions calculated to catch the eye naturally had a bigger effect than the use of large spaces at spasmodic and rare intervals. The public were introduced to each line in turn, producing, as sales have shown, the collecting fever among those who desired distinction in their homes. Low-price appeal was introduced quietly and without any "market place" tirade. The emphasis was laid on the outstanding points—to excellent effect.

# The Advertiser's Weekly

**T**HE ADVERTISER'S WEEKLY is the only advertising publication in this country which regularly publishes a Chartered Accountant's Net Sale Certificate. It claims to have more than twice the paid net sale of any other publication in its field.

In considering certified net sales figures, however, two other factors must be kept in view by prospective advertisers—those of quality and reader interest. Bulk of circulation, to carry its utmost effect, must maintain reader quality, and readers must be so uniformly interested that the advertiser's message gets home.

The subscription list of THE ADVERTISER'S WEEKLY has been found by analysis to be 88% effective amongst actual buyers of advertising space and service—the balance being made up of others engaged in publicity.

We can assert with confidence that THE ADVERTISER'S WEEKLY provides a complete coverage of national advertising executives and many important retailers, at far lower cost than the only alternative method of publicity—the circular.

In considering reader interest, it should be borne in mind that hardly 24 hours elapse between the time that the news section of THE ADVERTISER'S WEEKLY closes for press and its distribution to the reader. Not only, therefore, does it give a last minute news service, but it surveys in attractive and interesting fashion every phase of advertising activity week by week. Advertisers' announcements are intermingled with news to ensure each one of them being seen and having the fullest opportunity of being read.

The newest development in editorial service is a de luxe Supplement entitled ADVERTISING DISPLAY, distributed the first week in each month with THE ADVERTISER'S WEEKLY. Every page of "Advertising Display" is a studied essay in typography. It brilliantly reflects every phase of Advertising Presentation by its foremost exponents throughout the world.

Every issue of THE ADVERTISER'S WEEKLY and "Advertising Display" is read as a pleasant duty by advertising men in this country.

**CERTIFIED NET SALES**

**JAN. 1st to JUNE 30th, 1926**

(Excluding Emergency Strike Issues)

**AVERAGED**

**5,101**

**COPIES PER ISSUE**

*Certified by Messrs. McCann, Beaton & Co.,  
Chartered and Incorporated Accountants.*

**ROY CLARK,**

*Business Manager,*

**66, Shoe Lane, E.C.4**

**'Phone: CENTRAL 9761**



## LET'S DO BETTER THIS YEAR

**Last year, 640,000 Americans visited Europe.** We induced only about one-third of them to visit Great Britain. They spent 150 million pounds in France and only about 50 millions in Great Britain.

**About 40 million Americans** are personally interested in this country by birth or descent, and the balance are allied to us by common laws, language and customs. With everything in our favour with one exception, we should have had the lion's share of the American business; but we did not get it. The one thing that was not in our favour was the fact that we did not make any strong effort to get the American to come here or to spend his money with us after he arrived.

**We ought to have more of this American business.** We can get it. The American Information Bureau and the "Key to London" provide a distinct means of influencing American visitors to this country. Every one of them will receive a copy of the "Key to London" before he sails. A page used continually for 12 months will put your proposition before 250,000 probable customers who are definitely coming to this country, and who could be interested in almost everything in it. If you offer any article or any service to our visitors that will interest them, and make the offer in an attractive manner, you will get results.

**You have something to sell;** they have the money and the inclination to buy. "The Key to London" forms a definite link between the two. Used consistently, it will pay handsomely.

*Rate cards and specimen copies of the "Key to London" will be sent with pleasure.*

**The American Information Bureau,  
199, PICCADILLY, LONDON, W.1.**

*Gerrard 6788*

## We Hear—

THAT the autumn advertising season, if not yet fully in swing, is developing in an encouraging way that points to bigger and better business in the near future.

THAT it is not only in trade advertising displays, but in prospectus and other City business that the outlook is so healthy and creative of much cheery optimism.

THAT the amount spent on the advertising of the Gordon Selfridge Trust, Ltd., fell far below that anticipated, and—

THAT the generous amount of Press preliminaries had done a great deal of good work for the issue.

THAT the disclosures in the Selfridge prospectus giving the names of the twelve branch establishments of the house and its identity with the John Quality Stores, came as a surprise to a public not fully aware of the ramifications of the Oxford Street firm.

THAT the publication also this week of the prospectus issued by Messrs. Lewis's, Ltd., whose name is as familiar in Lancashire and the Midlands as Selfridge's is in London and the South, told another tale of success in advertising and salesmanship.

THAT Mr. Joe Charter, the popular advertising man of Lewis's, was in town last week seeing things through.

THAT Mr. F. E. Bussy, who recently finished his contract on special publicity services for Allied Newspapers in Manchester and the North, is busily engaged on enterprises for the *Liverpool Post* and associated newspapers.

THAT Messrs. Lever Bros., Ltd., continue to extend advertising appropriations for their own special lines and the products of several of their associated companies.

THAT one of the leading firms of shop-fitters have adopted the excellent advertising idea of exhibiting on the fronts of new shops to be let a framed coloured drawing showing how the premises could be fitted for business purposes.

THAT an aspect of the new London tube railway, opened on Monday last, that was not lost on the passengers was the excellent display of poster publicity they discovered already appearing on the stations on the route.

THAT a remarkable number of American and Continental articles—well-known in the country of origin—have recently been registered in the *British Trade Marks Journal*, all of which seems to indicate that sooner or later they will be marketed (and probably advertised) over here.

## KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and pulls-and pulls*

## We Hear—

THAT Messrs. Hudson & Morrison, the poster printers, have turned out an effective piece of work to advertise Mr. Arnold Bennett's new story for the *Evening Standard*, and—

THAT Mr. A. Wardle Robinson has prepared a scheme of advertising that ought to make widely known the new attractions the *Evening Standard* will offer present and prospective readers—and advertisers.

THAT Mr. Gilbert A. Godley has been welcomed back at business and in the Street by his host of friends glad to see he has made an excellent recovery from his recent illness.

THAT one of the largest gatherings of advertising and editorial men ever got together on an interesting occasion was that arranged at the Connaught Rooms on Thursday for the Columbia Co., Ltd., to give a demonstration of their latest development in musical reproduction by Graphonola.

THAT Mr. John Murray Gibbon, who is general publicity manager of the Canadian Pacific Railways, is at present paying a return visit to this side, where he has many friends in publicity and editorial circles; and—

THAT it may safely be concluded that Mr. Murray Gibbon's visit is not unconnected with next season's C.P.R. advertising appropriations in Great Britain and Ireland.

THAT the cross-word puzzle advertisers continue to increase and multiply weekly, several new firms with provincial addresses having made their appearance in print within the last ten days.

THAT the golfing members of the Association of British Advertising Agents have their autumn meeting in prospect.

THAT the Press Advertisement Managers' Association have resumed the weekly Wednesday luncheons, when matters of import come up for private discussion.

THAT wireless fans are having a wonderful offer made them by the *Sunday Chronicle* and the *Evening Chronicle* (Manchester) who, desirous of assisting "in the production of the most efficient radio receivers," are offering £500 in cash prizes to makers of wireless sets.

THAT the Second International Exhibition of Inventions—on which advertising men might keep an eye with advantage—is to be held in London next month.

THAT Sir Campbell Stuart, a director of the *Times*, sailed for America in the *Berengaria* on Saturday.

THAT Coventry and Birmingham and elsewhere where motor cars are made is at present the happy hunting ground of those advertising men who have special Motor Show numbers in their care.

THAT American and Canadian newspapers, it has been discovered, published more than 600 columns of news about the Philadelphia Convention.

Despite difficult conditions which have necessitated the most rigid supervision of their expenditure by Advertisers, the London daily Picture Press has from Jan. to Aug. this year, exceeded by nearly 400 columns the volume of Advertising it carried during the corresponding period of 1925\* . . . . .  
Of this increase more than 300 columns, or 75%, was carried in the DAILY SKETCH

\*For this comparison the weeks equivalent to the "strike" weeks are omitted.

ULRIC B. WALMSLEY, Advertisement Manager,  
The Daily Sketch and Sunday Herald Ltd., 200, Gray's Inn Road, W.C.1

# 'PERFECTOS' No 2 VIRGINIA CIGARETTES

Distinguished by a  
superb delicacy, the  
result of a matchless  
blend of the finest  
Virginia Tobacco

10 for 10<sup>d</sup> | 50 for 4/3  
20 for 1/9 | 100 for 8/-

JOHN PLAYER & SONS, NOTTINGHAM

Branch of the Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.

1 P4

## GLASSWARE

FOR ADVERTISING.

**ASH TRAYS** in 44 shapes  
for use in Cafés, Restaurants, Hotels,  
Hairdressers' and Tobacco Shops, etc.

**COUNTER CASH  
TRAYS** in 7 shapes  
**PAPERWEIGHTS  
TABLETS AND SHOWCARDS.**

**MARTIN LEYFIELD & Co., Ltd.,**  
*Advertising Devices of all kinds,*  
**30, CRAVEN STREET, STRAND, W.C.2**  
'Phone - - REGENT 2111.

**St. Kevin's Studios.**  
46, RODENHURST ROAD,  
CLAPHAM PARK, S. W. 4.

'Phone : BRIXTON 3979.

Laboratories : High Barnet.  
Demonstrating Theatre : Wardour St., W.

**Principal—VICTOR W. ROWE.**  
PIONEER of CINEMATOGRAPHY.

**SPECIALISTS IN PUBLICITY FILM MAKING.**

**CARTOON.**

**BRAY SYSTEM,  
FOR DEMONSTRATION PURPOSES.  
REAL LIFE.**

FILMS IN ALL LANGUAGES  
FOR AGENCIES ABROAD.

Technique and Photographic Quality Guaranteed.

**PUBLICITY 100% PLUS ENTERTAINMENT.**

Write for Trade and Lay Press Notices

**CATALOGUES**

**BOOKLETS** £

**FOLDERS** £

We can give very Keen Prices, Highest Quality  
and a very Efficient Service for Large Quantities.

**CASTER & JELLEY, LTD.**

'Phone (Private Exchange)  
PETERBOROUGH 172.

Head Office and Works :  
PETERBOROUGH.

London Office:—10, Lancaster Place, Strand, W.C. 2.  
'Phone: Gerrard 1377.

## We Hear—

THAT a body of Leeds business men have banded together and raised £3,000 to purchase the old Mechanics' Hall in Hunsleet, Leeds, which will be converted into a branch of the Y.W.C.A.; and—

THAT Mr. W. J. Courtman Stock has been asked by the finance committee to be their professional publicity adviser, and that he has accepted both these honorary positions.

THAT Mr. Percival Marshall has unfortunately been bowled over by illness on the eve of the opening of the *Model Engineer* annual exhibition; and—

THAT a long rest will be necessary to restore him.

THAT one or two kindly-disposed advertising men have been bitten by individuals dealing in "stumer" cheques during the past few days, and others may appreciate a word of warning.

THAT Mr. J. Strong, of Messrs. C. Mitchell & Co., Ltd., returned to Snow Hill headquarters at the beginning of the week after an extended business and pleasure visit to Canada and the United States.

THAT Gee and Watson, Ltd., obtained the contract for the blocks for the six consecutive *Daily News* front pages of Preservene, for front pages of *Wincarnis* in the *Daily Mail* and *Daily Chronicle*, and for the *Daily Mail* front page for Goodyear Tyres.

THAT Mr. T. A. Grehan, advertisement manager of the *Irish Independent*, has been invited by the Minister for Posts and Telegraphs of the Irish Free State to act as representative of publicity on the new advisory board to be set up in connection with the Dublin Broadcasting Station.

THAT it is understood that the Dublin Corporation electricity undertaking is to be boomed during the coming winter, and that showrooms are being taken in the city's best-known thoroughfare.

THAT one of the oldest breweries in Dublin—Messrs. D'Arcy's—has just closed down, and that its business has been taken over by Messrs. Watkins, Jameson and Pim, Dublin, who it is believed will adopt a more aggressive advertising policy.

THAT the dire advertisement which the little village of Drumcollogher received is at least resulting in very handsome subscriptions to the National fund opened by President Cosgrave, and that Mr. C. E. McConnell is one of the honorary secretaries to the fund.

Put **Ideas** in your campaign  
It sells in the home



# The Advertiser's Weekly

4<sup>D</sup> A COPY  
20 a year  
Post Free  
Regd. at G.P.O.  
as a Newspaper

THE ORGAN OF BRITISH ADVERTISING

Only  
the Best  
is good enough  
for "PUNCH"

—Best Writers  
Best Artists  
Best Advertising

*Advance Booking is Always Essential*

MARION JEAN LYON,  
Advertisement Manager, "PUNCH"  
80 Fleet Street, London,  
E.C. 4



# Influence

has always been an important thing, from the old days of King's favourites down to to-day—"A Friend at Court" is no meaningless phrase.

Would you like considerably over 2,000,000 people influenced in favour of your goods? That is precisely what will happen if you place your announcements in the "Sunday Pictorial"!

It appeals to its readers, who comprise practically the whole "worth-while" class, because it is a sound paper for sound people, and the influence it has editorially also extends to its advertisement columns.

Take advantage of this "Friend at Court" and get your goods introduced into the homes of the very people who can, and *will*, buy them.

*The*  
**Sunday Pictorial**  
CIRCULATION OVER TWO MILLION COPIES PER ISSUE

**A Campaign in Itself**

Phone :  
Central 3440 (Seven Lines).

*Specimen Copy, Rates and Full Particulars  
will be sent on application to*

**SIDNEY D. NICHOLLS**

ADVERTISEMENT MANAGER,  
Geraldine House,  
Rolls Buildings,  
Fetter Lane,  
E C 4.

Telegrams :  
"Sunpicad, Fleet, London."

**TELL — SELL  
MORE — MORE**  
Everything we do "tells."  
**IMPERIAL  
ADVERTISING AGENCY**  
(F. J. McGloin, Controller).  
Walter House,  
Bedford St., Strand, London, W.C.2.  
Phone: Gerrard 9221.

# The Advertiser's Weekly

**THE ORGAN OF BRITISH ADVERTISING**

**TELL — SELL  
MORE — MORE**  
Everything we do "tells."  
**IMPERIAL  
ADVERTISING AGENCY**  
(F. J. McGloin, Controller).  
Walter House,  
Bedford St., Strand, London, W.C.2.  
Phone: Gerrard 9221.

Vol. 51

FRIDAY, SEPTEMBER 24, 1926

No. 694

## The Week in Advertising

A Newspaper that Helps—Progress of Branded Goods—An Unusual Case from America.

**D**URING this autumn another campaign to advertise advertising is running through the papers of the country. The campaign is well done, and the lay-outs have dignity and interest. It may fairly be said, however, that it is only one small howitzer in the great mass of artillery that is needed to blast away the massive ignorance of the public about the value and the service of advertising. Far more missionary work will have to be undertaken in the near future. The path has been shown and in other countries the idea is being developed in most interesting ways. One of the German daily papers, for example, is now presenting to its readers every week a four-page supplement dealing with advertising, its methods, its objects, its technique, and the service it renders to the whole populace. This is a broad-gauge individual effort, and it might very well be adapted as a co-operative effort in this country. Advertising has progressed in public esteem in the last ten years. It is now recognised, even by the prejudiced, as a selling force. So long, however, as it remains a secret and uncomprehended thing, so long there will be prejudice to combat. The interests of all those to whom advertising is an essential part of business would be served by the removal of that source of misunderstanding.

### Sweden and Canada

**B**RANDING continues to progress. The account we give this week of the Swedish advertising agents' special campaign for branded goods in a country where branding was little practised is of particular interest. Even in countries where branded goods have proved their popularity, however, there is still development, and a recent move in the co-operative world deserves to be put on record. Arrangements have been made by the wholesale co-operative buyers of the United Kingdom with the Canadian authorities that butter from Quebec formerly labelled merely "Canadian" shall in future be branded "Co-operative Fédérée of Quebec." It is possible to criticise the brand name, which is cumbersome and only lends itself to popular reduction to the word "fédérée," a word sufficiently far from common speech to find some difficulty in imposing itself on the buyer's favour. The basic idea, however, is sound. Another Canadian development is the packaging and branding of maple sugar in

special wrappers. This had hitherto been sent to Britain in block form in which it had an unattractive resemblance to carbolic soap. There is no reason, except inept marketing, why maple sugar should not become as popular in this country as it is in the Americas. Branding and packaging will play an important part in the work, as they did in the remarkably efficient and successful marketing of raisins to a nation that had hitherto thought of that fruit only as an ingredient in plum puddings and plum duff.

### The Sesqui

**T**HERE is apparent in America considerable disappointment at the comparative smallness of the attendances at the Sesqui-Centennial Exposition at Philadelphia. And the reason that is advanced is the paucity of the paid-for advertising that has been put out by those responsible for the organisation. This appears to be due to lack of funds rather than to any lack of knowledge of the value of advertising. We in this country are well aware of the size of the appropriation that is needed to tell the public all about an Exhibition, all the time.

The amount of space paid for in the two seasons of the British Empire Exhibition was 120 full pages and 12,000 other spaces down to 4-inch single column. During the two seasons seven hundred thousand posters of all sizes were used, including a 96-sheeter, of which 3,000 were posted. It is rather unusual to find an American enterprise on a large scale that is underadvertised, and there has been a belated attempt to recover the lost ground. One lesson of the incident undoubtedly is that free space—which has been lavishly given to the Exposition by the American Press—does not in itself achieve the ends of advertising. Paid space is the real selling agent.

### THIS WEEK'S PAPER

Teaching the Importance of Branded Goods. — By Nils Bergengren.

*A Campaign by Swedish Advertising Agents.*

What Terms Shall I Make With My Salesmen?

*Discussion at the Sales Managers' Conference.*

Advertising in 'Bus and Tram. — By H. L. Spratt.

The Other Side of the Counter. *A Representative's View of "100% Representation."*

Plans for Boosting Birmingham. *Complete Scheme Prepared by Publicity Club.*

And all Regular Features

*Ad. News in Brief  
Publication Notes and News  
Good Ideas for Advertisers.  
Advertiser's Gazette  
Current Advertising  
We Hear, etc.*

**THE ADVERTISER'S WEEKLY**  
66, Shoe Lane, London, E.C.4.



# Manufacturers' Conference

Plans for Manchester on October 6—Important Speakers  
Invited—Theme of the Addresses  
(From our Manchester Correspondent)

IT has been found necessary to divide the business of the Conference of Manufacturers to be held in Manchester on October 6 into two sessions.

One will be held at the Town Hall at 11 a.m., and the second at the Midland Hotel immediately following luncheon.

Owing to limited accommodation it will not be possible for the Organising Committee to extend invitations to as many of the prominent advertising men of the country as had been hoped, and it has been necessary to cut down the list to Presidents and Secretaries of Publicity Clubs and the members of the Executive Council of the Advertising Association.

## The Speakers

Efforts are being made to secure speakers representing each of the important industries, and it is hoped that it will be possible for the Earl of Derby, who, in addition to being President of the British Cotton Growing Association, is a vice-President of the Manchester Publicity Club, to preside at the luncheon and at the afternoon session.

There has been considerable difficulty in arranging for speakers at the Conference owing to the fact that all the leaders of industry at present are engaged in urgent work connected with the coal crisis. The following, however, is a list of those who have been asked to address the Conference:

Mr. J. R. Clynes, M.P.  
Sir Robert Hadfield.  
Sir Max Muspratt.  
Sir Percy Woodhouse.  
Sir Harold Bowden.  
Sir Edwin Stockton.  
Sir Lawrence Weaver.  
Mr. W. R. Morris.  
Mr. W. L. Hichens.  
Mr. Gerald France.  
Mr. Edgar Osborne.  
Capt. W. C. Bacon.

The theme to which all the speakers are invited to address themselves is "The Industrial Situation in Relation to the Selling of British Goods."

## The Audience

Special lists of manufacturers in the Midlands, Lancashire and the North are being invited to attend the Conference. The formal invitation is sent out by the Publicity Club of Manchester. Accompanying the invitation is the following letter:—

"The Conference is called with the object of enabling manufacturers, by open discussion, to propound schemes for the retention and expansion of old markets and the creation of new ones for British goods.

"It should have been held as part

of the British Advertising Convention at Blackpool, on May 3, but had to be abandoned owing to the general strike.

"There could be no more opportune moment than the present for such a Conference, when we are on the verge

## Five Aims of the I.A.A.

MR. C. K. WOODBRIDGE, president of the International Advertising Association, has outlined the five objectives for the year's work.

They are:—

1. A closer co-ordination of the work of the various departments in the Advertising Commission and the use of the educational programmes of the departments in the educational work of the local clubs.

2. The use of the machinery of the organisation in broadcasting the story of advertising to the public at large so that the public will have a better understanding

of industrial peace and all our efforts are required to make up the leeway lost during the past four months.

"You cannot lose by attending the Conference but may gain much."

Every effort is being made to ensure that the Conference is a big success, but it will be recognised that unusual difficulties have had to be overcome and the work of the organisers has been of an extraordinary character.

Next week it is hoped that it will be possible to issue the complete programme of the Conference.

of its uses and of the part it is playing in the general plan of distribution.

3. Co-ordinating the teaching of advertising in schools, colleges and universities throughout the country, and fostering the introduction of such courses in other educational institutions both here and abroad.

4. Assisting in the development of stronger and more Advertising Clubs.

5. Building a programme for our convention at Denver that will go a step further in making advertising better understood both within the membership and without.

## The "Big Six" Sale

THE WEEKLY understands that the sale of the "Big Six" properties by Sir John Ellerman and his colleagues to the group represented by Mr. William Harrison has been completed this week.

Mr. Harrison, who is a member of the firm of Fielder, Jones and Harrison, solicitors, is chairman of a number of paper companies including—

Carrongrove Paper Co., Ltd.  
Inveresk Paper Co., Ltd.  
New Northfleet Paper Mills, Ltd.  
International Pulp and Chemical Co., Ltd.

The Inveresk Co. has a controlling interest in the Scottish firms of Caldwell's Paper Mills, Annandale and Son and Henry Bruce and Sons. Mr. Harrison is chairman of all these companies also.

The International Pulp and Chemical Co. controls five freehold factories in Germany, and has just acquired a new paper works on the Rhine.

The price paid for the "Big Six" properties has not been announced, but it has been publicly stated that it is between £2,000,000 and £3,000,000. It is not yet known whether there will be a public issue or whether the properties will remain in private hands.

The newspaper properties owned by Sir John Ellerman include several valuable trade publications as well as the *Sphere*, *Illustrated London News*, *Tatler*, *Sketch*, *Eve*, and *Illustrated Sporting and Dramatic News*. Among these trade papers, the WEEKLY is informed, are the *Draper's Record* and *Men's Wear*.

## Big Newspaper Enterprise

New 24-Page "Standard"—"Star" Enlargement

A GREAT deal of interest has been aroused in advertising circles throughout the British Isles by the appearance on Monday mid-day of the new 24-page *Evening Standard*.

The ADVERTISER'S WEEKLY received a copy at 11 o'clock straight from the presses. One of the most interesting features was the whole page of topical pictures, a new development in evening journalism that has proved to be very popular. In spite of the great extra work on the machine, the paper was printed in its usual excellent manner, and was greatly enhanced by the new features included in the issue.

Lord Beaverbrook's statements in the Press concerning the expense incurred by

the publishing of the enlarged paper were read in Fleet Street with great interest, and there is little doubt the enterprise, backed as it is by the start of "Lord Rainingo," Arnold Bennett's new mystery novel, will be rewarded.

## "Star" to be Four Columns

The size of the *Star* is to be increased on and after November 15. With this enlargement, the measure is being altered to four columns a page instead of five.

This will give advertisers a much more commanding display. The alteration necessitates a small adjustment in the scale of rates. This will be effected by taking the present rate of £170 a page and making smaller spaces pro rata.

# Teaching the Value of Branding Goods

Campaign to Advertise Advertising—Appeals to the Manufacturer, the Middleman and the Consumer—Combined Swedish Effort

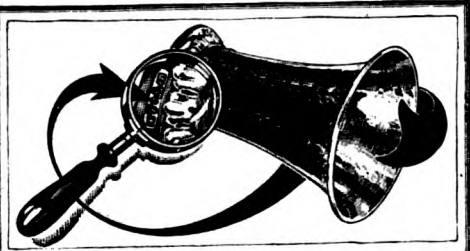
By Nils Bergengren, Director of Annonssbyran Hugo Krantz A.B., Stockholm

In our issue of September 3 we gave details concerning the position of advertising agencies in Sweden. The fact that eight agencies have, practically, the field to themselves induced them to undertake a collective campaign to advertise advertising and the branding of goods. Mr. Nils Bergengren, of the Krantz Agency, one of the eight recognised firms, gives readers of the WEEKLY the following details of the campaign.—EDITOR, ADVERTISER'S WEEKLY.

THE development of technique proceeds at a constantly increasing rate, and there is probably in the modern community no sphere where the progress of technique cannot be utilised. This holds good not least in regard to the production and refinement of the necessities of life—articles for every-day consumption. Yet it is obvious that the marketing, as frequently occurs nowadays, does not follow along the lines of modern principles. Swedish goods are only to a small extent being sold in original packages. Foreign

countries are far ahead in this respect, and in America especially the value and importance of legally protecting proprietary articles has long been recognised. Nor can there be any doubt that a nice wrapper and a catchy name—easy to remember—greatly assist the sale.

The Swedish advertising agencies at one time took the initiative in propaganda work. This was directed in part towards attracting the attention of the general public to



## Varumärkena äro handelns silverstämplar

är ett gammalt bruk, att varje arbete av guld, silver eller tenn kontrolleras och förses med krostämpel till tecken på, att arbetet den halt, som den ättas stämngiver. En tid var det även storiakt att märka alla järnvaror vid besiktningen beslagtoas allt av underhålligt kvalitet. Som beupplysa guld- och silverstämplinge blott om materialets halt också om tillverkningstiden och tillverkaren är samt utgåra för en en synnerligen värdefull gå. De fabrikanter av andra slags — från den dyrbara lyxautomobil-

bilen till det billiga knappallsbrevet — som av egen drift märka sina tillverkningar med ett karakteristiskt namn eller ett emblem eller släpfa dem i lätt igenkända originalförpackningar, äkläda sig gentemot sina kunder en garanti av liknande slag, som den, vilken ligger i guld- eller silverstämpling. Detta, att fabrikanterna öppet äkläda sig en garanti för sina tillverkningar, böra konsumenterna visa sig uppsatta genom att alltid, där detta över huvud lärer sig göra, begära sådana varor, som salubjudas under fabriks- eller handelsmärken, ty i dem ligger i regel



## Betydelsen för affärsinnehavaren

av att salubädda varumärkta varor innebär sig ej blott till större ordning i butiken, förenklad och förläpplig expedition och effektivare fönsterskyllning. Även föreläpningen i och för sig går lättare fråga om sådana varor.

Huvudsakligen beror detta på att sådana vanligen äro föremål för en kraftig reklam, som direkt stimulerar efterfrågan. Det är därför mycket lättare att sälja varor, som bära ett inarbetat och känt namn eller varumärke, enär kunderna direkt efterfråga dessa i stället för att stå villråpiga inför ett flertal varor, vilkas fördelar affärsinnehavaren måste utvisa. Kun- derna inse också ganska väl de fördelar, som inköp av varumärkta artiklar medför, varför en alltjämt stigande efterfrågan på dylika kan förväntas.

Den affärsinnehavare, som vill följa med sin tid och ej bliva efter i konkurrensen, har sålunda många orsaker att sträva efter att i så stor utsträckning som möjligt färderna sitt lager från leverantörer av fabriks- eller handelsmärkta varor.

Industriförbund Sveriges Köpmannaförbund  
Sveriges Husmodersföreningars Riksförbund

MIDDLEMAN'S SERIES: The customers understand very well the advantages of buying articles bearing a trade mark, and for that reason a continuous increase in the demand may be expected

the advantages of buying goods in original packages—greater hygiene, proper weight, guarantee of good quality which the imprint of the manufacturer's name implies, etc. Further, it aimed at pointing out to the manufacturer the possibilities of increased turnover which result from marketing a proprietary product; the support of the middleman and the steadiness of turnover which undoubtedly would be the consequence.

## en verklig garanti

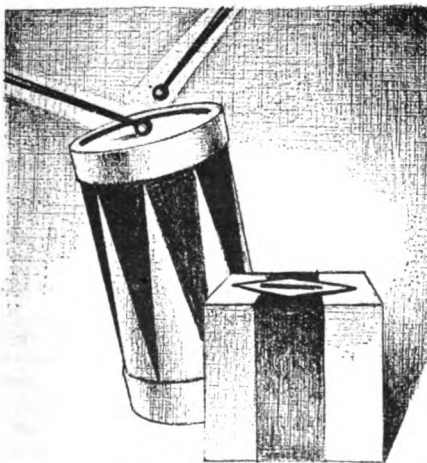
eriges Industriförbund Sveriges Köpmannaförbund  
Sveriges Husmodersföreningars Riksförbund

CONSUMER'S SERIES: Trade marks are the hall marks of commerce, is the story told in the illustration and heading

Such propaganda work could naturally not come about on such a large scale as would here be necessary without the aid of the Press. The first step was consequently to turn to the newspapers and periodicals in the country, asking for their assistance in the shape of the necessary advertising space. The majority were quite agreeable in the matter and promised their support for carrying the scheme into effect.

A few experts were then appointed to draw up a number of advertisements, whose aim and purpose was to arouse the manufacturer's, the middleman's and the general public's interest in proprietary articles and those packaged at the factory. The idea had originally been that all the advertisements should be signed by the Federation of Swedish Industries, Federation of Swedish Merchants, and the National Federation of Swedish Housewives. As, however, the parties concerned could not come to terms on this point, the advertisements were instead signed by the persons who had taken the

(Continued on page 412)



## Varumärket och reklamen

Varumärket ger fabrikanter möjlighet att på ett rationellt sätt utnyttja den moderna försäljningsmetoden mest verkliga vapen: reklamen. Det sätter fabrikanter i stånd att med precision förmedla och på andra sätt framhålla sin varus fördelar, var och när han så vill, och tillåter en så levande skildring i ord och bild av varans utseende, att ett misstag blir omöjligt. Där varumärket lyser från paketet på handlarnas hyllor i butiken är det en tryck, men äro desto mindre distinkt påminnelse till kunden. Varumärket blir i sig självt en reklam, emellan det påverkar dem, som just göra sina inköp därtill. Denna varumärkets styrkan blir dock verkligt effektiv först då den utnyttjas av en skickligt planerad och väl utförd reklamkampanj i pressens annons-spalser. Det för genomförandet av en dylik kampanj nödvändiga, skickliga- dige lärtid ämnas fabrikanter av de svenska, auktoriserade annonsbyråerna. En god vara, ett skickligt pris, ett gott varumärke och en välplanerad reklam äro fyra oförskingliga villkor för den fabrikanter, som vill se sin produkt vinna allt större spridning och allt fler användare.

Sveriges Industriförbund Sveriges Köpmannaförbund  
Sveriges Husmodersföreningars Riksförbund

MANUFACTURER'S SERIES: The trade mark and the advertisement gives the manufacturer a chance to make use, in a rational manner, of the most effective weapon of up-to-date salesmanship—advertising

# The Other Side of the Counter

The 75 Per Cent. Agencies — A Reply to 100 Per Cent. Representation

By "Rep."

THE article under the heading "100 per cent. Representation" roused hope and interest and fulfilled neither. It was a damp squib. The representative who knows nothing about his paper is forgiven. It is all his boss's fault and he may go on calling upon Mrs. Comerford. His ignorance of the technical requirements of his paper will amuse Mrs. Comerford. She knows, and so, apparently, do the other agents. The real villain is the newspaper proprietor who keeps his canvasser in the dark. Well, we are quite unused to absolute from an agent, and, in this case, I think forgiveness is not necessary. A canvasser has only to read his paper intelligently to get a knowledge of its politics and the class of readers to whom it appeals. Its technical requirements are almost invariably set out on its rate card—probably the source of your contributor's knowledge. My own experience is that any information the canvasser requires is readily supplied.

## Hostility

But the most intriguing phrase in the article is this: "such representation would indeed be perfection and joy to the agent or advertising manager exposed to it." In the courtly language of America, "you've said a mouthful." That any canvasser, however perfect, can ever be looked upon as a joy, I take leave to doubt. There is a hostility to him and his kind shown discreetly by the boss and openly by the office-boy. He is there to be shot at and if he wants business he dare not retaliate. His shortcomings are discussed to the amusement and interest of the readers of these columns.

Now the canvasser may be all that the agent says he is. But have the agents ever been told how their work is seen by the canvasser? Heresy? Not a bit of it. These learned pundits had had it their own way long enough. It may do them much good to see our view point once in a while.

Your contributor writes of her difficulty in getting knowledgeable replies to questions that are supposed to matter. In practice, however, a canvasser may safely rely on being asked three questions only:—

- (1) What is the circulation?
- (2) What is the rate?
- (3) What is the Agency Discount?

If No. 3 is not asked first, it is purely for form's sake.

Then what of the canvasser's diffi-

culty in getting his story to the man who matters? He comes across an article which he believes to be "made for" the readers of his paper and he prepares what he considers a sound scheme.

## "Advertising Display"

for October will  
be presented with  
next week's

## ADVERTISER'S WEEKLY Contents

### VOLUME 1 - NUMBER 4

Can't we have Better Paper and Inks? by an Advertising Executive

Appropriate Artist, by Noël Surrey Dane

The Importance of Preconception in Making a Type Lay-out, by A. S. Wildman

The Purpose and Evolution of a Trade Mark, by Karl Prinz

Envelopes, by Wilfrid W. Tisbury

Some Faults of Spanish Poster Artists, by Federico Ribas

The Month on the Hoardings, by John G. Gray

He takes the scheme to the agent handling that account, where his first attack is repelled by a half-dressed female child with "We only see representatives from 10 to 12 on Monday mornings." On the following Monday morning, then, he presents his card, and if the agent is not "in conference" it goes in. It is out again in 30 seconds with "Mr. Noise has nothing for you to-day." Or more likely he is fobbed off by some underling who is not capable of taking in half the story and who finally asks him to write in his proposition and it will have Mr. Noise's attention. It may receive attention but he seldom receives a reply. The canvasser, believing in his scheme, goes direct to the

manufacturers. Here he is met with courteous attention, and can be sure of his proposal being investigated.

For some obscure reason, an agent is incensed by a newspaper representative approaching his client, yet any experienced representative can give examples of creating additional business for agents by approaching a manufacturer direct.

## Getting a Hearing

In the principal agencies, where there is a man whose sole job is buying space, there is a chance of the canvasser getting a hearing. Elsewhere it is different. You will find specialised knowledge of the leading dailies, the women's weeklies, etc., but you will also find the most surprising ignorance of the provincial papers. You will be told "our clients will only use the national circulations, but we'll put your proposition forward." Your proposition will not go to the client, and why should it? He employs an agent to select media.

The average agent's attitude to export advertising would, to borrow your contributor's phrase, "be amusing if it were not so important." Many of the representatives of foreign and colonial papers are experts who have lived in the country whose papers they represent. They are well-paid men who can talk with first-hand knowledge of their own special market. Its population, wealth, trade possibilities, tariffs, Press, sales agencies, etc., are at their finger tips. They are a mine of information to any advertising agent whose clients are exporters, but—they are left on the mat. With the exception of a notable few, the average advertising agent knows nothing of export advertising. He doesn't want to know. He seems afraid of it. It is all unexplored territory to him and he will not trouble to gather the knowledge which is at his hand. I was recently told by a manufacturer that he let his selling agents abroad do his advertising "on the spot," as he felt that his advertising agents here knew nothing about it. And he was right. But his agents could have obtained information in London which would have equipped them to handle it successfully. However, they knew too much already. The exceptions to this statement are amongst the leading agencies in London. Probably that is why they are leaders—they have initiative.

I remember calling upon an agent one morning who was quite unknown to me, and was immediately shown into his office. On rising to go after a particularly pleasant conversation, I thanked him for his courteous reception. He replied, "I started on the other side of the counter, and my attitude to newspaper representatives is the outcome of my experience there." I wish that all agents were forced to start on the "other side of the counter." They'd know more about their job.



# Plans for Boosting Birmingham

Publicity Club's Important Move—Outline of a Scheme to Advertise Trades of the City—Big Press Campaign?

(From Our Birmingham Correspondent)

**T**HE following report, read at the first meeting of the Birmingham Publicity Club last week, outlines a scheme for advertising Birmingham which has been framed by a special committee of the Club. The report was read by Mr. H. W. Eley:—

The basic idea behind this report, and behind the original proposal, was that something was necessary to foster the trade of Birmingham.

Birmingham must tell the world more about itself and its wares. In the train the other day, a Birmingham manufacturer was talking to me about a recent trip he made to America. This man made brass-ware goods. In three cases, Americans told him, after seeing his samples, that they had no idea that such goods were made in Birmingham—and made so well.

A thousand trades, and a world with a growing population and ever-increasing needs—and we remain, largely, silent about our craftsmanship! This Commission believes that we shall advertise every Birmingham manufacturer, and bring an increased volume of business into the city.

Quality is a sales force—whether the commodity be Sheffield steel or Wiltshire bacon. But you say, "Birmingham has acquired a reputation for cheap and shoddy goods." It may be true. The article "made in Brummagen" has achieved fame. The folly is that we have never told the world that Birmingham can also make the supremely good article. We are going to suggest that Birmingham advertises its *inherited craftsmanship*. Of all the thousand trades Birmingham is pre-eminently a metal city—metal goods are its chief goods.

The Commission recommends that the following slogan be used as the phrase to advertise Birmingham, and that it be used by every Birmingham manufacturer, on his stationery, on his packing cases, and on his actual goods where this is practicable:—

*"Birmingham—the heart of England, and the home of skilled crafts."*

This slogan is applicable to every trade in the city, and it is tied up to none. It does not suggest that all Birmingham goods are the very best of their class, as our aim is to coin a phrase which shall be of as much assistance to the maker of low-priced articles as to the man who makes the "Rolls Royce" of his particular line. Having this "quality" factor in mind, and recognising that the difference in quality may be a difficulty in getting manufacturers to brand their goods with any specific mark, the Commission suggests an alternative phrase:—

*"Birmingham made means Value for Money."*

Now there is a phrase which would advertise Birmingham whether the goods were penny metal novelties, or the highest grade cycles. It would be possible to register a Birmingham Monomark—BCM/BHAM, and this would mean that not only would an interested overseas buyer recognise a Birmingham made article, but he would be able to at once communicate with the actual manufacturer.

Allied with this question of a phrase, there is the twin question of a symbol or easily recognisable mark. The Commission, after careful reflection, suggests the Birmingham Town Hall—a building very widely known, standing as it were "four square" and symbolical of honest value and strength. It would not be very difficult for such a device to be branded



*A suggested advertisement for advertising Birmingham manufactures*

on hollow ware, bicycles, leather goods, brass ware, engines, or any of the enormous range of typical Birmingham goods.

We suggest that one speedy and effective way of getting Birmingham goods more widely known, and telling the world what Birmingham stands for, would be for every Birmingham manufacturer to print the approved slogan at the foot of his letter heading.

The Commission has given some thought to the business visitor to our City. What steps do we now take to tell him anything about ourselves or our activities? Why should we not confront him, in the hotel entrances, on our railway stations, on our public buildings, with some information about the City? Framed show-cards, or tablets, could be placed at every vantage point, and the business visitor would be told:—

**BIRMINGHAM—**

A city of nearly 1,000,000 population. One of the world's centres for metal goods. The city of a thousand trades, some of the most important being— (A list would follow.)

We come to the vital matter of Press publicity. And this is the point where the sceptic says, "Ah—that would cost money." It would—much money. The Commission is aware of newspaper space rates, but it is also aware that the quickest way to reach big publics is via the national and international Press. It therefore recommends a complete Press campaign, divided into two portions: (a) Home campaign; (b) Overseas campaign.

Suppose, under the Overseas Press campaign, spaces had been taken in papers circulating in South America, and that inquiries for Birmingham goods had been received in consequence.

The home—or city papers—would then print a message to Birmingham manufacturers telling of the good work accomplished.

The papers of the world have to be covered, and advertisements relating to Birmingham would need to be designed and placed in every territory where there is potential business in Birmingham-made goods.

Who would pay for it? Every Birmingham manufacturer—by an equitable contribution to a publicity fund. A sliding scale of contributions would be quite easy to arrange, and if the city of a thousand trades could not raise £250,000 to advertise itself all over the world, then the outlook for development is indeed dark.

In addition to Press publicity, a booklet would need to be issued, giving the story of Birmingham, and this booklet would be sold by the Trade Dept. Committee to all manufacturers, who would undertake to mail it with their correspondence, and to give it the widest possible publicity. This booklet would, of course, be issued in all important commercial languages, and would be well illustrated.

As a first step towards the attainment of the ideas here put forward, the Commission would recommend the appointment of a local city body, similar in style to the Empire Marketing Board which will shortly function in connection with the Government Million Pound advertising scheme. Every member of such a body would be a commercial man, knowing the needs of industry, and having the interests of Birmingham at heart. Once constituted, such a body would be empowered to give firm instructions to all manufacturers desirous of participating in the scheme, and subscribing to it. At critical periods, power even might be given to enforce a "publicity levy," for the general good of the city. The question of an advantageous rate, such as operates in Blackpool, might also be considered.

The co-operation of the City Education Department would be obtained, and instruction in the industrial history of our City, and information as to what is made in it, would be imparted in every elementary school, as part of the approved curriculum.

## The Scheme Discussed

The scheme having been read, Mr. Smedley Crooke, M.P., complimented the Club on the splendid result of their labours. He might not approve of the whole scheme, but there was much that he did approve.

Mr. P. J. Hannon, M.P., in a long address, said he had been profoundly impressed by the report. He had been right through Europe, and had studied the condition of things in every country on the spot. He recently returned from Czechoslovakia, and he had been struck there, and elsewhere, by the frenzied efforts being made to push the goods of each particular country. Spain was doing it, Italy was doing it, France was doing it, and, of course, Germany was doing it. They wanted to tell the whole world what splendid goods Birmingham made, and that after all our prices were not excessive.

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# Advertising in Omnibus and Tramcar

Sites Available—Selecting Suitable Copy—Circulation Figures and Contract Details

By H. L. Spratt, *Commercial Advertising Agent,  
London General Omnibus Co., Ltd.*

IT is not so many years ago when the advertising facilities on omnibuses and tramcars occupied rather an unimportant position in the advertising world. The advertising revenue was even treated by the proprietors of the vehicles with a degree of contempt. This is proved by the fact that in the horse-bus days the receipts from advertisements were included in the annual accounts under the dignified heading of "Receipts from Sales of Manure and Advertisements."

In London the Police authorities exercise control over the spaces set aside for advertisements on the 'buses and trams, and the approval of the Commissioner of Police for the use of new spaces must first be obtained. No advertisement is allowed on the front or rear spaces or in such a form or position as to hide or to interfere with the easy legibility of the adjacent destination boards. Police control, however, does not present any real difficulty—we find the Police very helpful.

## Suitable Copy

In London we know what spaces are available for advertisements, and our principal difficulty lies in the direction of persuading advertisers to make use of suitable copy. Some of the posters fixed on the 'buses and trams are works of art, and cannot fail to attract. Others are not. It is not generally borne in mind that on a moving vehicle the copy should be of such a character as to be easily legible when the vehicle is in motion.

The selection of suitable type is also an important item. Plain block letters are, for example, better than fancy letters, and are more legible. I should also like to emphasise the advisability of supplying brief and "snappy" copy for exhibition on all moving vehicles.

It is also desirable when ordering posters for 'bus or tram advertisements to have in regard the predominant colour of the vehicles on which these are to be placed.

The inside positions lend themselves to the use of show cards fitted in frames, and for transparencies affixed to the windows. These positions are more suitable for "extended" copy; that is to say, more detail can be suitably given.

Ladies generally travel inside, and when out on shopping expeditions need reminders of their purchases. There are also the clerks and shop assistants travelling to and from home to business, who want good boots, good clothes, good coats, good medicines.

On the top of the 'bus and the tram there is the smoker, the seeker of change of view, of fresh air and enjoyment. The advertisements on the top can tell them of their wants—matches, tobaccos, razors, hosiery, etc.

The question of circulation is rightly one of the most important items which an advertiser has to consider in the selection of media.

The British Electrical Federation, during 1925, operated 721 trams, and carried 155,511,909 passengers; also 1,256 'buses which carried 184,189,485 passengers. The majority of these vehicles work in the provinces.

## Circulation Figures

With regard to the companies I represent, The London General Omnibus Company, Ltd., the Metropolitan Electric Tramways, the London United Tramways, and the South Metropolitan Electric Tramways and Lighting Company, Ltd., I am able to give you the following figures. During the year 1925 the total number of passengers carried on the L.G.O.C. 'buses was 1,348,764,998.

The average number of passengers

carried on each 'bus during 1925 was 391,400, and the average number of miles run per 'bus per day during 1925 was 125. I wonder how many motorists can boast that their car averages 125 miles per day, daily, throughout the year—necessary repairs and annual overhaul included?

On the L.U.T., M.E.T., and S.M.E. Tramways, the passengers carried during 1925 were 170,284,020, carried on a gross rolling-stock of 550 cars.

## Dealing with Contracts

It may be of interest to know how advertisement contracts are carried out.

A simple contract is prepared and signed, on which the number of spaces let, the period, rate, conditions, etc., are specified. These are entered into the contract book, and in due course the advertisements are delivered for posting.

The advertisement fixers are not allowed to fix advertisements on the 'buses or trams at random. They must work strictly to the fixing instructions forwarded from the chief office. All work done in connection with the fixing, removal, or renewal of advertisements is duly reported by the fixing staff, and is then entered on the company's advertisement records, so that advertisers may be informed exactly on which vehicles their advertisements are exhibited at any time.

In the London General Omnibus Company we have a system whereby lorries collect nightly the posters for fixing and the fixing instructions at the Central Bill Store, and then deliver to the garages or depots concerned.

As a general rule bills for temporary display, say for two or three weeks, are posted just as received from the printers, but in cases where bills are to be exhibited for long periods it is considered advisable to have these varnished. The work of varnishing is usually undertaken by the 'bus or tram company.

Standard prices are fixed for the various spaces. These prices do not vary with the customer, but are subject to variation in consideration of the extent, period, and other contract conditions.

In recent years the policy of the 'bus companies has been to aim at a reduction in the gross weight of the vehicles, and the use of enamelled iron plates for advertising purposes has therefore been discouraged.

# A POSTCARD

Will bring you complete information of Holland—one of the best markets in Europe.

It will be the first step in getting your goods launched there.

It will put you under no obligation whatever. Address it to-day to:—

"Algemeen Handelsblad" (Amsterdam)

"Nieuwe Rotterdamsche Courant" (Rotterdam)

"Nieuwe Courant" "Het Vaderland" (The Hague)

"Wereldkroniek" (Holland's Leading Weekly)

U.K. Representatives:—

**THE OVERSEAS PUBLICITY & SERVICE AGENCY, LTD.**  
9, QUALITY COURT, CHANCERY LANE. LONDON, W.C.2.

Managing Director—G. D. YOUNG.

# WHAT OF THE FUTURE ?



THE tremendous drive now being made on the world markets by competing nations, the strangling effect of the mining dispute in this country, the unrest in the East, and various other factors have created a situation that is literally forcing British manufacturers to take serious stock of the future.

It is a time to face facts, not in a spirit of foolish optimism or equally foolish pessimism. Trade difficulties can and will be surmounted by an analytical survey of future possibilities in all markets and for all types of manufacture.

The last two years have seen firm after firm re-adapting their machinery to modern requirements and at the same time revising and revitalising their selling organisations. Others are planning to make 1927 a year in which they will make the hardest fight for trade in their history.

The determination to sell more goods is the foundation of successful manufacturing and marketing, and we are anxious to work in close co-operation on the selling and advertising side with such firms as believe in the future of their business and with the necessary determination to carry aggressive campaigns through to their final conclusion.

We suggest the way to form a judgment as to the ability of Saward, Baker to give more than normal assistance is to meet our Directors at a non-committal conference and to provide us with the opportunity of explaining our methods of working to the end of selling more goods.

## SAWARD BAKER & CO Ltd

*Advertising from A to Z*

27 CHANCERY LANE LONDON WC2

Telephone : Holborn 5528 (5 lines)

Telegrams : "Sabazia, Holb, London"



# What Terms Shall I Make with My Salesmen?

Written or Verbal Agreements—Commission or Salary, or both?—The Question of Expenses

**T**HE question of traveller's agreements has always been a bone of contention among business men. Should they be written or verbal, should the salesman be paid on commission, on salary, or on both, should a traveller's territory be changed—these are some of the debatable questions.

Many interesting points came to light last Thursday, at a conference convened by the Incorporated Sales Managers' Association at the Holborn Restaurant, to discuss travellers' agreements. Ten subjects were down for discussion, arising out of the agreements adopted by various firms which had been collected by the chairman of the Development Committee, Mr. H. Pickup.

It was pointed out at the start of the debate that one of the chief difficulties was to arrange the correct remuneration of the salesman. Salary alone did not give the salesman the right encouragement to do his best, because it did not offer him a quick reward for his efforts. Commission alone gave the best inducement, but it did not make for co-operation between all the salesmen of the firm. A combination of the two was probably the most universally adopted method, but the proportions must be made equable and efficient.

## Written Agreements Necessary

There was a general consensus of opinion that written agreements were to be preferred to verbal appointments; that a speciality salesman, as distinct from a commercial traveller, should be allowed a roving territory and that territories should not be changed to the detriment of the commercial traveller.

Mr. Bryce, of the Shredded Wheat Company, was the only member to deprecate the written agreement. He said that the advantage of having no written agreement was that the salesman was shown that the business was his as well as that of the directors.

Mr. Broad, of Bristol, put forward the view that, not only were written agreements essential, but they were welcomed by the salesman. This opinion was widely endorsed, and it was generally agreed that there would be constant disputes in cases when agreements were verbal. Mr. Knight suggested that to give a written agreement to a very junior salesman gave the latter a sense of the dignity of his calling.

On the question of changing a salesman's territory, Mr. Bryce said that it always paid to give a man a fixed territory. He liked his men to make personal friends of their customers. Some people disagreed with

that principle, but he found that, if they made friends with customers, and had a fixed territory, they could save an enormous amount of time on their rounds.

Mr. Knight pointed out that the question must depend on whether a man was a traveller or a speciality salesman. In the latter case, a man who has sold his product to a customer could not call on him possibly for a long time. He must, therefore, have a roving territory. On the other hand, a commercial traveller could call on the same people almost every week, and he should have fixed ground to work.

"If we change a man's territory," he added, "he is bound to kick, and I maintain that, when our agreements are made up, we should clearly state that, if territory should be changed, there shall be no change in the traveller's income."

## Spade Work

Mr. Mortimer Jones suggested that it sometimes took a man a whole year to get into touch with the right man to see. If he were called off the ground at the end of the year, he would lose all the advantage of the initial spade-work.

The question of remunerating the salesman provoked a very interesting discussion.

One of the views put forward that met with a certain amount of agreement was that a man should have a fixed salary, and beyond that he should have a bonus on what he earns over a certain amount. One speaker said that when a new man was engaged the sales manager always said, "At present we are getting £1,500 a year from that territory. We can

get that much without you. You will, therefore, have to get beyond that figure before you get commission on the business."

Mr. Harvey said that a salesman should be paid commission immediately so that he has encouragement and inducement from his first order onwards.

## Expenses

This question brought in the subject of paying travellers' expenses, Mr. Bryce suggested that the best way was to allow a man a set sum for expenses, a liberal sum. Anything that he saved out of that amount was to his advantage. This encouraged the man to be economical with the money.

Mr. Shorten, of Bedford, thought that the best way was to give a man so much a day for expenses, and any special train fares would be an extra charge to be rendered to the firm at the end of a journey.

Mr. Hart said that, in his business, expenses were included in salary, and when special expenses were incurred they were paid promptly.

The question of whether a salesman should be restricted from covering the same territory for a competitor when he had left a firm's employ is always a moot point. Mr. Burrows, of Cheltenham, pointed out that they very often trained an inexperienced salesman in a technical business, and after he left they found that they had trained a salesman for their competitor to cover exactly the same ground. Mr. Walden, however, pointed out that, while a man was in a firm's employ, he was evidently serving the firm well. When he ceased to do so, he was sacked. His future conduct was of no concern to his first firm.

A question on which there was a general consensus of opinion was that a firm must, in every instance, have the right to refuse orders, but that if a firm accepted the order and then could not execute it, the traveller's commission was payable.

# The First Postmark Advertisement Appears

Only National Slogans so far—Combined Meeting of Protest Arranged

**T**HE first postmark advertisement—"Say it by telephone"—has appeared. It is interesting to see that slogans of this type are the only ones used at present, and that advertisements for private firms have not yet appeared.

Under the existing circumstances, the first commercial advertisement should appear during the week after next.

In the meantime, the Sales Managers' Association, the Society of British Advertisers and the Association of Retail Distributors are jointly organising a protest meeting in London of all the trade associations, chambers of commerce, chambers of trade, etc., who are opposed to the proposal.

At a meeting also of the council of the Wholesale Textile Association (Incorporated), held last Tuesday, the following resolution was unanimously adopted: "That this meeting of the council of the Wholesale Textile Association, representing the wholesale drapery distributing trade, desires strongly to express its resentment against the proposal of the Postmaster-General to institute a scheme of advertising by postmark, and to express its great disapproval of the proposal on the ground that such action on the part of the Postmaster-General is not in the best interests of trade."

The Postmaster-General seems to have aroused to indignation the greater part of the country's trading community.

**T**HE GRIP OF A GREAT NEWSPAPER on its readers—if worth gripping—is vitally important to advertisers.

The “muscles,” always in action, controlling the unceasing hold of the MORNING POST on its subscribers, are many and various. Take sane, balanced presentation of news, leading articles admittedly the most brilliant penned to-day, the constant inclusion of outstanding features, such as the dazzling searchlight on America to which the Diary of that famous writer, Gilbert Frankau, now appearing daily in the MORNING POST, can only be likened. Add to these a fuller understanding and treatment of Women's Interests than that of any other quality daily, and you have a few of the reasons why the MORNING POST GRIPS, and begets confidence in the goods it advertises.

Follow the great National Advertisers. Include

## The Morning Post

THE GRIPPING QUALITY DAILY

NOW ONE PENNY

\*

\*

\*

PERCY WATSON, *Advertisement Manager,*

346, Strand, London, W.C.2.

Telephone : CITY 1500

# Ad. News in Brief

## A.A. Meeting Arrangements—Aldwych Golf Winner—Hull Advertising Postponement—Business Changes

### A.A. Annual Meeting

The Council meeting of the Advertising Association will be held on Friday, October 15, at 11 o'clock, at the Hotel Cecil. The Annual General Meeting will be at 3 o'clock at the same place.

### Wedding of Interest

The marriage took place on Saturday last at Christ Church, Enfield, of Mr. Thomas E. Smith, elder son of Mr. Philip Smith, and Miss Phyllis Cordelia Williams, daughter of Mr. T. E. Williams and Mrs. Williams of Buckhurst, Byculla Road, Enfield. The reception after the ceremony was held at Buckhurst. The bride and bridegroom afterwards left for a motoring honeymoon on the South Coast.



Mr. Thomas E. Smith

### Thirty Years with One Company

It is announced that upon the completion of thirty years' service—successively as typist, private secretary, company secretary and director, Mrs. A. J. Wilson (nee Ethel M. Sayer) has been appointed managing director of A. J. Wilson & Co., Ltd.

### Brighter Slogans

Some of our slogan writers might watch with profit the efforts of small shopkeepers to bring their goods to the notice of the passing public. A confectioner in King's Road, Chelsea, has printed an effective placard, "Do not pass. Buy!" which, good as it is, does not reach the high standard of a spectacle-maker in a narrow street near Red Lion Square, W.C. His slogan, "How can you be optimistic with misty optics?" ought to get him into Wigmore Street.

### Art Honour

Mr. J. F. Smith, of the *Liverpool Daily Post* advertisement department, has three water colours accepted for the Autumn Exhibition of the Walker Art Gallery, Liverpool, to be opened September 18. This exhibition is one of the most important outside the R.A.

### Shopping Week Postponed

The organising committee of the Bingley Shopping Week have decided to postpone their effort on account of the restrictions on electricity.

### Mr. Lebreton in Europe

Mr. R. C. Lebreton, President of the Export Advertising Agency, Chicago, is on a flying visit to Europe. He paid visits to his many friends in London early this week, but has now departed to the Continent where he has arranged to visit twenty-one countries, all in connection with his business.

### Hull Advertising Postponed

It is understood that the recently mooted scheme for advertising Hull, details of which appeared in a local paper, is postponed, temporarily. Hull expects much advertisement from three important functions—the Associated Chambers of Commerce conference of Thursday and Friday of this week, the visit of Princess Mary on October 7, and the visit of the Prince of Wales on October 13 and 14.

### Aldwych Club Golf Circle

The Early Autumn meeting of the Circle was held at Royal Ashdown Forest Golf Club, on Wednesday, September 15, and twenty competitors took part. In the morning a medal round under handicap was played. Mr. W. A. Sanderson—75 (7), and Mr. A. McLellan—75 (9) tied, and the winner was decided by spinning a coin. Mr. McLellan was successful. Mr. McLellan took the prize presented by the President (Sir Charles C. Wakefield), and Mr. Sanderson, the prize presented by the Captain (Mr. H. R. Stirling). Mr. Eric Field—76 (18) won the prize for the runner-up presented by the Imperial Advertising Agency. In the afternoon the competition was a Four-Ball Bogey Foursome under handicap (best ball to count) for prizes presented by Mr. G. Burnside-Sprateley and Mr. A. Pemberton, and this was won by Mr. R. Wortley Dodd (4), and Mr. H. G. Norris (18), with the very fine score of seven up on bogey.

### Important Change

Mr. J. W. Ross, who was associated with the *Sporting Life and Sportsman* for over twenty-six years, holding the position of advertisement manager for fourteen years, has now taken over the control of the publication department of Alfred Bates and Son, Limited.

### Tailors and Misleading Advertisements

At the Tailors' Conference, in London, last week, Mr. Davis, London, submitted a resolution declaring that many newspapers did not well serve their readers by inserting advertisements that were

deliberately misleading, such as announcements of offers of specified goods at half the prices usually charged by firms of repute.

### The "Rottnest" Holiday

Is a resort entitled to change its name? Would the Peacehaven advertising have been so successful if it had enjoyed some such name as "Wurst-ovall?" A name that is almost as unfortunate is brought to our notice by a booklet advertising the amenities of Rottnest, Australia, the place for "glorious holidays." The fact that it is further described as "The Isle of Girls, nestling in an opal sea," hardly counteracts the first impression. At least, it seems to ask for a note of explanation.

### Verse in Trade Papers

Mr. Neville Noller, managing partner of the Ruddock Noller & Ruddock, writes to point out that he provided light verses in a series advertising Clover Cream aeration for baking in bakery trade journals last spring, and the series is still being used, not continuously, but to "aerate" the semi-technical talk in the main body of the advertising.

### Speakers' Desk for the A.A.

A very pleasant surprise recently awaited Lt.-Col. E. F. Lawson, president of the Advertising Association—when Mr. W. T. Day, of the Pioneer



Press of India, called upon him and presented, on behalf of his firm, a handsome speakers' table desk, a gift to the Advertising Association.

The desk is a very fine piece of Indian-carving work, and will doubtless be one of the treasured possessions of the Association. It is at present in the offices at Sentinel House, and will be on view at the annual general meeting of the council and members to be held on October 15 at the Hotel Cecil.

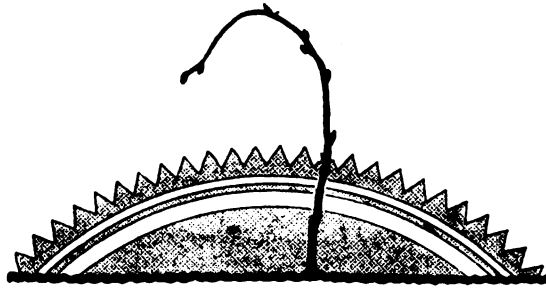
Another treasure which has also been officially housed at the offices of the association is the gavel presented to Col. E. F. Lawson at the recent Convention of the Associated Advertising Clubs of the World held at Philadelphia.



At the Hub of Industrial Wealth  
**Daily Dispatch**  
**EVENING CHRONICLE**







# AS THE TWIG IS BENT

"As the twig is bent, so will the tree incline"—which is only another way of saying that consumer response follows closely the lines indicated by skilful advertising.

For many years Mather & Crowther advertising has directed the purchasing tendencies of the British public toward various worthy products. That it has done so with a maximum of success is a fact attested by its many clients. It can still do the same for you.

*We cordially invite Principals to  
call and examine personally  
the opportunities provided by  
the Mather & Crowther  
Organisation*

**MATHER & CROWTHER LTD**  
*Modern Advertising*

10-13, NEW BRIDGE STREET, LONDON, E.C. 4

# Letters From Our Readers

*The Editor cannot hold himself responsible for the opinions of his readers nor does he necessarily associate himself with their views*

## Publicity Poetry

SIR,—Mr. Harold W. Eley's criticism of my criticism of your criticism of current advertising verse was, as you can well imagine, a "bitter" blow to me, despite his back-handed compliment. The more so as I hold that tampering with a man's beer ranks with matricide as an unforgivable crime.

However, he is no doubt consoled by the fact that, with the music conductor who recently expired on hearing a jazz band, he is a martyr in the cause of the Higher Life.

To my mind, Mrs. Partington valiantly mopping up the Atlantic Ocean presents no more heroic or touching sight than Mr. Eley attempting to stem with a disapproving gesture this flood of money-making doggerel.

I earnestly request every writer of food-stuff advertisements who may be contemplating indulging in this contagious vice, to stay his hand. I entreat him to forget the sales chart and think only of the pain he will inflict on us small but select *intelligentsia*.

If copy writers are so commercial-minded that for the sake of a paltry increase in sales they would lacerate our delicate feelings, I solemnly warn them that sensitive souls like Mr. Eley and myself will have no option but slowly to starve ourselves to death as a protest.

J. C. TOOHILL.

## Publicity and the Strike

SIR,—Mr. J. Murray Allison in his article, "The General Strike, the Coal Strike and Advertising," gives the impression that if only the antagonists in this long-drawn-out strife had purchased space in the newspapers' columns, and had filled it with their respective points of view, the public would have been better educated as regards this issue, and that public opinion, making itself felt, would have forced a cessation of hostilities. From the angle of the professional advertising worker, it is a comfortable, profitable and flattering view, but entirely misleading, and with all the known facts opposed to his contention.

The public have a far better knowledge of the mining issue than Mr. Murray Allison credits them with. It would be amazing if otherwise. They may not have given minute and expert attention to the subject, but they have a shrewd and correct view of the rights and wrongs of the struggle. For instance, they quite understand (as certainly do the miners) that the latter are asked to work longer hours and that they must accept lower wages, also that only on those conditions may they return to work. They have had the findings of three Royal Commissions to enlighten them; innumerable debates in the House of Commons, and thousands

of miles of editorial news columns of the Press devoted to the subject during the last few months.

They have had scientists of world-wide repute instructing them that all the oil required can be produced from our own coal (which we import into this country to the extent of scores of millions of pounds annually). The public is equally well aware that a number of valuable by-products can be produced at the pit banks, and that the pits, by systematic slow carbonisation methods, can supply cheap electricity to the kingdom to the lasting benefit of industry and the public.

I can tell Mr. Allison why the miners have spent no money on Press advertising—they have not got it to spend. They are broke; they have been practically starving for months, and if they had had money to spend in the "Press," would that section of newspapers with directors financially interested in mines have published their "copy"? I wonder!

That Mr. Murray Allison's group of papers have carried an amazing amount of advertising business during the period of the mining trouble is a tribute to him and his colleagues, but it does not prove the health and well-being of the country at large.

We are importing several millions of pounds worth of foreign coal weekly, and presently we shall have to foot the bill. It is self deception to imagine there can be industrial health until one million hard-working, self respecting and useful citizens are back working in the mines, producing the means by which we industrially live.

M. POYSER.

## 100 Per Cent. Representation

SIR,—Mr. Shaun P. O'Connor, in common with a good many folk on the other side of advertising, fails to see the point. He confuses the "Good morning, Charlie. Got that through for the "Daily Riser" yet?—No?—Got time to come out to have one?" type of man with the real space salesman who very seldom gets a decent hearing by that advertising executive of which Mr. O'Connor has had so much experience.

There are three kinds of advertising representatives:

1. Those who are employed by the leading dailies, weekly, fortnightly, and monthly papers, etc.

2. Those who are employed by the "lesser important" of this first category.

3. Those of the trade and technical Press.

The first, rarely, if ever, have to do any selling at all, for if all one sees and hears is true, all the available advertising space in these publications is booked up

for years ahead. Their job is to retain the goodwill of the agents responsible for placing that advertising business, and as such, to act as contact between the latter and the firm that employs them. A job of some importance, no doubt, and if rightly handled, one that should not become too boring, after a time.

The second spend most of their time trying to break down some of the goodwill established by the first, and the measure of their success depends largely upon

A. Their ability as salesmen;

B. The amount of influence they have over the man who places the business.

Generally speaking, these men know their proposition very well, and on the whole, are very efficient salesmen. They get pretty good assistance from their employers, but are up against it every time when it comes to attempting to sell to a third party.

The third are undoubtedly among the ranks of the most efficient salesmen, because if this were not so, they would not hold their jobs for a minute longer than their probation period.

I am not absolutely certain of these figures, but can safely say that 90 per cent. of the orders for advertising in the trade and technical Press are obtained direct from the advertiser by the representative; 5 per cent. are first of all "sold" to the advertiser by the "rep." and then placed by the agent, and the remaining 5 per cent. placed direct by the agent.

Little wonder then that Mrs. Comerford in her article never once mentioned the representatives of the trade and technical Press, nor referred to them in any way. By this I infer that she seldom has any of them calling upon her, and that the few who do are the exceptions to her rule.

JAMES W. HILL.

## "Jews Buy Here . . ."

SIR,—I thank you for your September issue of ADVERTISER'S WEEKLY, and note your mention of my slogan on page 342. I wish to draw your attention, however, to the fact that you have reversed the sentence, rather spoiling the sense of the slogan.

It should read: "Jews Buy Here and Come Back," not "Jews come back here to buy."

H. C. SLINGSBY.

## Franking Defeats Postmark Ads.

SIR,—In view of the controversy arising out of the Post Office incorporating advertisements in postmarks, it may be useful to remind your readers that an inexpensive automatic franking machine has been sanctioned by His Majesty's Postmaster-General.

This machine enables its user to print his own stamps, and an advertisement, changeable as and when desired, and letters so franked are not "postmarked" by the Post Office. It is being successfully used by a large number of prominent firms such as Dunlop's, Pirelli, and His Master's Voice, etc., etc.

EDWARD H. KINNARD.

Advertise to the Workers in the  
**World's Pictorial News**  
 The Paper that goes out of the beaten track



# Two Free Pattern Issues

with **LARGE INCREASE** in Sales of

## HOME COMPANION

ONE FREE PATTERN EACH WEEK

Over half-a-million Women are buying WOMAN'S WORLD and HOME COMPANION every week. This is the result of the Free Pattern Numbers of "Woman's World" now on sale.

A further 100,000 INCREASE is anticipated for each of these two boom issues of HOME COMPANION. There will be an extensive Advertising Campaign, including the big NATIONAL DAILIES, leaflets and posters, and the combined circulation of the two papers is expected to exceed

**600,000 COPIES WEEKLY**

WOMAN'S WORLD and HOME COMPANION have been friends of housewives for over 28 years, and they are two of the most profitable of all the Women's Publications on sale to-day.

This extra circulation will cost you nothing, orders being accepted at the present

**COMBINED RATE:  
£100 PER PAGE or  
£5:10:0 PER INCH**

Why not use these two attractive issues? PRESS DAY IS FOUR WEEKS IN ADVANCE of publication. To secure a good position, please let me have your instructions early.

**CHAS. E. MANDER,**

*Advertisement Manager,*

The Amalgamated Press (1922) Ltd.  
The Fleetway House, Farringdon St., London, E.C. 4

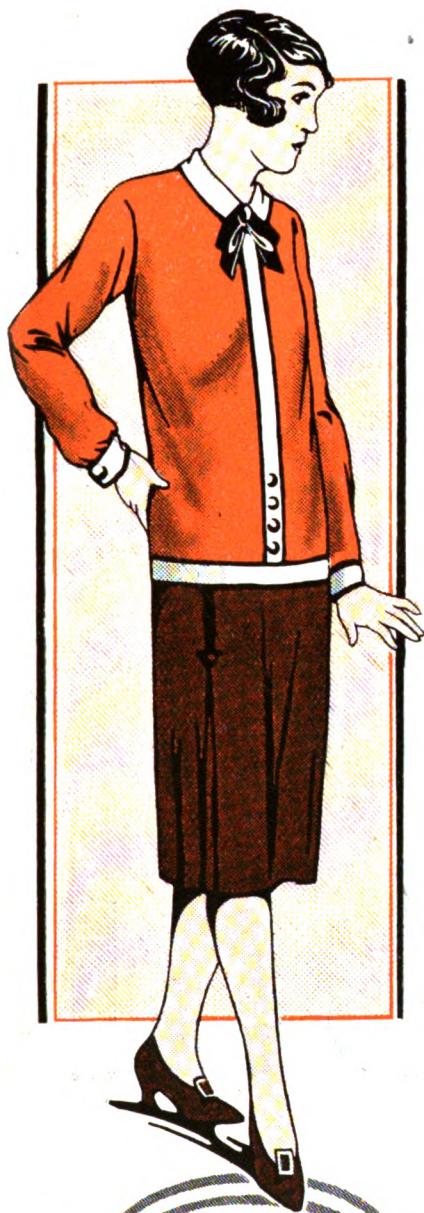
The TWO  
SPECIAL ISSUES  
of  
HOME  
COMPANION

will be dated

**OCTOBER 30**  
(Press Day Oct. 1)

**NOVEMBER 6**  
(Press Day  
Oct. 8)

*No Increase in Rates!*





# HALL

# C

**GREAT SERIAL STORY**

**"THE WOMAN TH**

**STARTS IN**

# PEARSON

**A COMPLETE MYSTERY STORY BY  
SAX ROHMER.**

**and A NEW £1,000 PICTUR**

# BIG BOOM

**BOOK YOUR SPACE TO-DAY.**

# **MAINE'S "YOU GAVEST ME" S WEEKLY**

**OCTOBER 16th ISSUE.**

**AN ARTICLE BY  
RUBY M. AYRES.**

**CONTEST** are also features of this  
**NUMBER**

**E. T. NIND, *Advt. Manager,*  
C. ARTHUR PEARSON LTD.**

# Manchester Civic Week

(By Our Manchester Correspondent)

**M**ANCHESTER holds its first Civic Week in the week commencing October 2.

It was at the instigation of the Lord Mayor (Councillor Miles E. Mitchell) that the Corporation decided to promote the week.

The first step was to secure the honorary services of Mr. K. Russell Brady, Publicity Manager of the Ship Canal, as organiser. Mr. Brady was responsible for the organisation of the successful "At Home" weeks, Liverpool, 1924 and 1925.

A Textile Exhibition organised by the *Manchester Guardian Commercial* will be opened by Lord Derby at Belle Vue, and at the Free Trade Hall there will be a Business Efficiency Exhibition. Public Works, Institutions, Factories and Works are open to visitors every day, and tours of the Port of Manchester as well as a daily Military Tattoo are being arranged.

A Pageant in ten episodes, depicting events in Manchester's life and growth from Roman times, will be staged on the two Saturdays, October 2 and 9, and a Pageant of Industries, organised by the Federation of British Industries, takes place both afternoon and evening on three days. A Transport Parade is to be held on the opening day, while on the Sunday, in addition to a united service with massed bands and choirs in Albert Square, there will be a ceremonial parade of the famous 42nd Division.

Many business houses are throwing their doors open to the public, for whom tours of inspection are being arranged, and among them are Allied Newspapers, Ltd., *Manchester Guardian* and *Evening*

*News*, Ltd., Crossley Motors, Tootal Broadhurst Lee and Co., W. G. Brookes and Sons, Ltd., Metropolitan-Vickers, Hovis, Ltd., Carborundum Co., Brooke Bond and Co., Richard Johnson, Clapham and Morris, Co-operative Wholesale Society, Ford Motor Co., British Oxygen Co., Edward Wood and Co., and the Refuge Assurance Co.

Special carnivals, dances, music recitals, etc., are also arranged, and a special display of the work of past and present Manchester artists will be made at the City Art Galleries.

A very beautiful official handbook will be published, containing business, historical and descriptive surveys of Manchester, particulars of its social services and illuminating municipal statistics. The handbook, which will also contain a complete Civic Week programme, is being produced by Geo. Falkner and Sons, the well-known Manchester printers.

## Fleet Street Week for Bart's

Fancy Procession through City Streets

"**F**LEET Street Week for Bart's," which it is hoped will result in at least £20,000 for the oldest London hospital, will be heralded by a great fancy parade on Saturday afternoon, October 9. Many famous firms are now preparing

decorated vehicles, and it is expected that there will be nearly a hundred tableaux on wheels, and many well-known figures in national advertising will come to life, while there will be eight military bands to enliven the proceedings.



Members of the Fleet Street Week for Bart's Council in session

IF YOUR GOODS  
ARE FOR WOMEN  
YOUR  
ADVERTISING IS FOR  
WELDON'S  
(FAMOUS FASHION JOURNALS)



WELDON'S LTD. 30 SOUTHAMPTON ST. STRAND, LONDON, W.C.



# An advertising problem worth solving

for those who sell

CARS - MOTOR-CYCLES  
CIGARETTES AND TOBACCO - MUSIC  
GRAMOPHONES WIRELESS SETS  
BOOKS AND PIPES WHISKY - WATCHES  
DOMESTIC LABOUR-  
SAVING DEVICES LADIES' WEAR  
CLOTHES & SHOES CANNED GOODS  
BANKING - TRAVEL LIGHTING PLANTS  
LAMPS & HEATERS TOILET ARTICLES  
TYRES - PETROL FOUNTAIN PENS  
EASY CHAIRS SPORTS KIT

Etc., Etc.



**I**F a farmer in Sanday in the Orkneys has to bring his produce to Kirkwall, 29 miles away, and another farmer in Devon goes 25 miles to Barnstaple, while a third in Yorkshire is going 23½ miles to Hull —

Do you realise how far away from Fleet Street and the Strand these three men are, how little interest they take in the books and papers that interest you and me, how much their live stock and market prices are their chief interest in life? That their business and their social life are tightly intertwined? That they haven't got an office to leave or train to catch? That their office is their home, and in that office they plan and eat and weigh up what to buy? That there isn't a cinema for miles? That they have got more need for indoor amusements, labour-saving helps, motor-cars and bicycles, and most of the things that city people are tired of seeing advertised, than any other class in the country?

The farmer and the farmer's wife, and the farmer's "coming-up" sons and daughters with ideas that the old-style farm can't satisfy, want these things. But they don't read the usual papers.

How are you going to sell to them?

## The SOLUTION.

The problem has been solved by such leading advertisers as Dunlop, Wolsey, St. Julien, Humber, and others. They know that, in farming, the trade paper is the home paper. They know that the farmers have got money to spend. **They know that one hundred thousand of the most prosperous farmers in the country read the leading paper of the industry—**

**Farmer & Stock-Breeder**  
AND  
**AGRICULTURAL GAZETTE**

You, too, know the *Farmer and Stock-Breeder*. Remember that it is not only the best paper for farm requisites, but remarkably profitable for almost any general product, and particularly good for mail order. Rate, £80 per page. Guaranteed nett sale over 100,000 copies weekly.

Further particulars from the Publishers,

Macdonald & Martin, Ltd., Lennox House, Norfolk St., Strand, W.C.2

ADVERTISEMENT  
prepared by

**Godbolds**

SERVICE FOR  
ADVERTISERS,  
1, Clement's Inn, Strand,  
London, W.C.2  
Telephone: Holborn 2818.

Members of the Association of  
British Advertising Agents.



## WHERE

*first  
competition  
issue—  
OCTOBER  
3rd  
and for 10 weeks.*

Never before  
so completely and  
advertiser of those  
beautiful will secure  
readers of the S  
readers publicity h  
These advertisements  
over—exactly the  
carpets, drapery,  
labour-saving devices

SUND  
COM

BOOK SPACE

# VERTISING is EVERYTHING

*An original and intriguing Competition  
which will ensure intensive reader  
interest for your advertisements*

The annals of advertising has the advertiser been entertainingly the pivot of a Competition. Every-  
things which go into the making of the home  
his advertisements the eager scrutiny of all the  
y Chronicle. He will have the most attentive  
town.

It will be studied by potential home-makers the country  
who are contemplating the buying of furniture,  
china, household linen, kitchen equipment and  
Advertisements will provide the key to the great new

## Y CHRONICLE CRETE HOUSE MPETITION

THE PRIZE: Freehold House, designed by Sir  
inald Blomfield and built of Concrete, fully fur-  
to the winner's specification of advertised goods.  
OTHER PRIZES OF ADVERTISED FURNITURE

LOW



NO ENTRANCE FEE

—to Competition





On October 9th the Accrington Observer and Times celebrates its Diamond Jubilee.

The issue will consist of twenty-four ordinary pages, with a supplement of thirty-two pages—probably a record in local newspapers.

Many encouraging messages have been received from prominent public and business men.



*The Family Newspaper  
for East Lancashire.*

# The Fleet Street and Advertising Club

By a Member of the Committee

SOME months have passed since the very successful meeting held at the Essex Hall, to promote the New Advertising Club, and since Mr. W. H. Harford's articles supporting the proposal appeared in the ADVERTISER'S WEEKLY.

It will be remembered that the meeting enthusiastically endorsed the scheme to form a club open to men employed in all phases of the advertising business and to co-operate with the Fleet Street Club in securing the premises in Cursitor Street.

The offices of the two clubs are daily being asked what has developed, and the purpose of this article is to report progress.

## Two Clubs United

In the first place, there are no longer two separate clubs. It was early realised that the most satisfactory method of raising the requisite capital to secure the lease, guarantee the rent, insurance, dilapidations and generally furnish and appoint the premises would be to form a debenture company. Legal difficulties with regard to divided responsibility in reference to debenture shareholders and contracts pointed that the simplest and surest way through was a merger of the two clubs. Accordingly, each held an Extraordinary General Meeting and each unanimously endorsed the merger so that now there is but one club—"The Fleet Street and Advertising Club." For the time being—until the first annual general meeting, which must, according to the Memorandum of Association, take place before March 25—a provisional committee is operating with Provisional officers.

It may surprise readers to learn that nearly fifty committee and sub-committee meetings have been held, and that many many hours have been spent with solicitors; at club premises; interviewing and appointing staff; examining and selecting tenders for decoration, electric lighting, plumbing, etc.

It has been very necessary that considerable care should be taken in every department of the business and if it may appear that development has been slow, the committee feel it has been sure.

## Open End of October

For the past week a small army of decorators, electricians and plumbers has taken possession of the premises, and it is hoped that members may take possession by the end of October. It should be mentioned that care has been taken to avoid the cheap and nasty in the work and members who know the premises will immediately realise this when it is stated that the contracts amount to considerably more than £1,000.

Special efforts have been made also with regard to catering—a vital factor in the success of the club. It was not until after hours of interviewing, that the committee made its final selection of a steward, and he thoroughly appreciates the fact that members want good food, good service and sensible prices.

All the arrangements so far made would not have been possible but for the splendid help and co-operation of prominent newspaper proprietors, advertising agents and members of existing clubs. At a later stage, when a complete statement of debenture holdings is issued, it will be seen

how magnificently the club has been aided. In the meantime, it is necessary to say that the club has more than three hundred members, but that the subscription is limited by articles to only 2 guineas a year, and that no entrance fee is proposed for the present. At a later stage this will undoubtedly be necessary and power to impose an entrance fee has, therefore, been provided in the Rules. A number of well-known managers of papers and periodicals and advertising agents and their staffs are already enrolled, but it cannot be emphasised too strongly that the club is catering for a wide field and that it wishes to open its doors to men, whatever their actual unit place in the advertising business, who will find it sociable, useful and instructive.

If you are a commercial artist, a copywriter, a blockmaker employed in preparing advertisers' or advertising agents' material, write to the Provisional Hon. Secretary, Mr. F. Slaughter, *Sheffield Independent*, Newspaper House, Fleet Street, E.C. 4. He will forward your name to the special committee which decides eligibility. A roll of more than five hundred is expected before this year ends, so do not delay.

## THE NEW COLUMBIA GRAMOPHONE

### Big Campaign within a Month

THE WEEKLY understands that a big campaign for the new Columbia gramophone, the "Viva-Tonal" model, will commence within a month.

Fleet Street was given an opportunity of inspecting the gramophone at a lunch to some 500 guests at the Connaught Rooms last Thursday. In addition to eminent musicians, there were present some 400 journalists and advertising men.

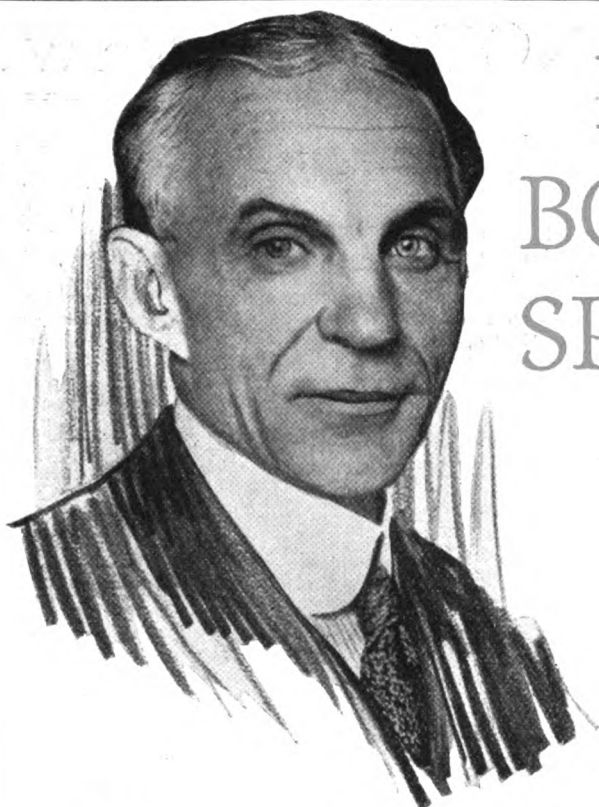
Sir George Croydon Marks, in a speech at the luncheon, explained that his firm had tested out a record obtained by an entirely new method in the ordinary monthly issue of records. The success was instantaneous. It was found, however, that a new instrument was needed to get the best out of the records, and the "Viva-Tonal" had succeeded in doing this. It is stated that the new model will reproduce sounds that are inaudible to the human ear.

Advertising men are looking forward to telling the world of the latest improvements in home music.

## Teaching Printing

All who are interested in the furtherance of technical education are especially invited to be present at the series of Printing Craft Lectures at Stationers' Hall, Ludgate Hill, E.C. 2, which will be addressed by men of wide practical experience, to be held monthly on Friday evenings beginning in October and ending in March, 1927.

The syllabus for this series of lectures is as follows:—October 8, "Printing Business Organisation," W. Howard Hazell; November 12, "Methods of Reproduction," David Greenhill; December 10, "Plate-Making," J. A. Corey; January 14, "Photographic Reproduction of Books," Cecil Clay; February 11, "Care of the Eyes," W. S. Duke-Elder, M.D.; March 11, "Training of the Bookseller," E. W. Heffer.



# HAVE YOU BOOKED YOUR SPACE YET?

**H**ENRY FORD becomes a contributor to **THE DAILY CHRONICLE** on October 4th and onwards, when he will reveal to its readers the secret of "How to be Rich."

Each day he will unfold a series of articles frankly disclosing Trade Methods of To-day and his forecast of tendencies of the future.

Combining as they do the charm of the novel with the value of the text book, these contributions will undoubtedly create a most profound impression in every office, workshop

**H**ENRY FORD'S Articles will appear each day in triple column form. A double column advertisement space on either side of this engrossing and interesting feature is available from October 5th (inclusive) at the usual rate of £4 per single column inch.

Prompt booking will secure a selection of dates and positions.

and home throughout the country. They strike a note of optimism and goodwill of the utmost value to the advertiser, and it is safe to forecast that thousands of new readers will be attracted to **THE DAILY CHRONICLE** as a result of these remarkable articles.

## The Daily Chronicle

(LONDON and LEEDS)

ANDREW MILNE, *Advertisement Manager*, Fleet Street, LONDON, E.C.4.  
Telegrams : MUNIARC, Fleet, London.

Telephone : CITY 9330.

# Buying hasn't stopped

but orders need  
finding

SO long as buying continues you can get your legitimate share of business if you employ that infallible searcher—printing. Your circular or catalogue explores every corner of your field of operations, combs out the probables and puts the orders on your desk.

Make sure that your printed matter has these searching qualities by having it written and arranged (as well as printed) at the Hotspur Press. Hotspur compilers supervise these jobs and ensure that they bristle with selling points when they are delivered to Hotspur customers.

Get fuller particulars from

**PERCY  
Brothers, Ltd.,**

*The  
Hotspur  
Press,*

**Whitworth Street West,  
MANCHESTER**

Telephone: Central 6894/5.  
Telegrams: "Hotspur, Manchester."

London Office:  
170, Fleet Street, E.C.4

Telephone: Central 7641.  
Telegrams: "Jonagont, Fleet, London."

## CLUB NOTES & NEWS

### WHAT'S ON

*Bradford*, Wednesday afternoon, trip to York to visit Messrs. Rowntree's works.

*Birmingham*, Imperial Hotel, Wednesday, "How to Make Birmingham Goods Better Known." Chairman, Mr. W. Henman.

*Leeds*.—Queen's Hotel, 7.30 p.m. to-night (Friday), Opening Meeting. Address by the Rt. Hon. C. A. McCurdy, K.C., P.C., Chairman, Mr. Stuart A. Hirst.

### Ten Main Objectives of an Advertising Club

The Advertising Club of Los Angeles have drawn up a list of their ten main objectives which may interest many of the executives of advertising clubs in this country.

1. To advertise advertising in the community, with emphasis on consumer economics rather than on the ethics of the profession.
2. To assist in carrying out community advertising plans.
3. To co-operate in studies of the standardisation of the profession, particularly with respect to determining a basis of understanding as to when a person has had sufficient experience to be regarded as a qualified counsellor or administrator of advertising monies.
4. To sponsor the establishment of an international exhibit of fine printing and art.
5. To establish a Benjamin Franklin room in the public library.
6. To furnish through the speakers' bureau a series of public talks designed to promote a greater appreciation of advertising in the minds of consumers.
7. To promote a series of meetings before the Chamber of Commerce pointing out how advertising could be effectively used to exploit the products of home manufacture.
8. To establish a practical course in advertising study, leading to an academic degree, in a local university.
9. To establish an advertising employment bureau to interview applicants for advertising positions.
10. To permit local manufacturers to display their products at certain weekly meetings.

### Newcastle—Session Opens with Ladies' Night

The Advertising Club of Newcastle-on-Tyne and District's winter session is to be inaugurated on October 5 with a "Ladies' Night," at which Mrs. Ethel M. Wood, C.B.E., President of the Woman's Advertising Club of London, will deliver an address on "Fascination of Facts."

An attractive programme has been arranged for the first portion of the session, and all meetings, with the exception of one public gathering, will be held at 7.30 p.m. in the Regent Room, County Hotel, Newcastle. This public meeting, to take place on October 20 in the Connaught Hall, Blackett Street, Newcastle, has been convened for the purpose of discussing the proposed industrial exhibition for Newcastle.

On November 30 members of the Glasgow Publicity Club are to visit Newcastle as the guests of the Newcastle Club. They will be entertained at the Newcastle Club's first annual dance, which is to be held that evening in the Grand Assembly Rooms, Barras Bridge.

By way of an experiment, it is proposed to hold a luncheon meeting at least twice a month during the season. These luncheon meetings will be held at the County Hotel, and arrangements will be made for the members to be addressed on various phases of publicity and advertising. The meetings will terminate promptly at 2.15.

Mr. Lorne C. Robson is this year's President of the club.

### Glasgow—Monthly Bulletin as Liaison between Executives and Members

The executives of the Publicity Club of Glasgow have decided to issue a monthly bulletin with the object of stimulating interest in the club and keeping members in closer touch with its affairs and activities.

The first number of the *Bulletin*, dated September, 1926, contains a foreword by the President, the club programme for the month of October, a Who's Who of some prominent members, a short article on the club's objectives and various special and miscellaneous notes and news.

In concluding his foreword, the President wrote:—"While the club has done much useful work in the spreading of advertising knowledge and for the betterment of advertising, I feel there is something more in the club movement than meeting weekly at lunch, however enjoyable that may be, and listening to an after-lunch lecturette, no matter how interesting. I believe we can serve the community. The club movement is a progressive movement, and it is because I feel that it is a mark of progress in the affairs of the club that this little *Bulletin* is now being launched."

### Manchester—The Development of Process Engraving

Addressing a meeting of the Manchester Publicity Club on Tuesday, Mr. James Spencer, of the Northern Photo Engraving Co., gave a most interesting review of processes over the period of 28 years during which his firm had been established in Manchester. From the days when catalogue illustrations were all printed from wood engravings and the first half-tone process was used in Manchester in 1901 to the present state of half-tone reproduction, Mr. Spencer illustrated his remarks with specimens which demonstrated that the half-tones of twenty years ago were nearly as perfect as those of to-day. Mr. Spencer referred briefly to a new process combining line and half-tone which, judging by the specimen submitted for inspection by the Club members, is likely to prove most effective not only for catalogue but for newspaper work.

The history of the introduction of coarse grain half-tones for stereotyping, for which Mr. Spencer claimed personal responsibility, was especially interesting, as it was in a Manchester newspaper, the *Athletic News*, that this method of stereotyping was first used.





*If you have  
quality goods  
to sell, you  
can reach  
people of  
quality  
through—*

# The new 24 page EVENING STANDARD

The immediate triumph of the half-as-big-again  
"Evening Standard" has added still further to its  
high prestige.

The "Evening Standard" is now more than  
ever London's first Evening Newspaper.

First... in enterprise. First... in the brilliance  
of its contents. First... in the eyes of men  
and women who matter. First... in the opinion  
of advertisers with good goods to offer.

Particulars as to the limited special positions  
available may be obtained from E. R. ROBERTS,  
Advertisement Manager, "Evening Standard,"  
47, Shoe Lane, E.C.4.

Telephone: City 2040.







# Ready Oct. 1st.

This New Weekly, which has the whole-hearted support of the Scottish Churches, will be welcomed in every Scottish home. Advertising space is rapidly being filled, and if you are handling a good-class product or service, we strongly advise you to

**book your  
space now**

The guaranteed circulation of "THE SCOTS OBSERVER" is 60,000 copies per issue for the first four weeks, and the cost of space is 10/- per single column inch, and pro rata Flat Rate. Agency Discount is 15 per cent. If proofs are required, copy for the first issue must reach us not later than September 24th.

Write for dummy and further particulars to:—

JOHN M. MACLEAN & CO  
7, Royal Bank Place, GLASGOW



## Leeds—Club and School of Commerce Arrange Educational Course

A course of instruction in publicity has been organised at the City of Leeds Central School of Commerce, in conjunction with the Leeds Publicity Club. The course is devised to meet the needs of those engaged in any of the branches of publicity or are preparing for positions as advertising managers and agents. Mr. A. Crouch, publicity manager of the *Yorkshire Post*, is to lecture on the principles and methods of advertising, and other lecturers on various aspects of commercial management and law at the first session are Mr. A. R. Richardson, Mr. S. C. Hazelip, Mr. E. J. Brown and Mr. H. B. Simpson. The course commenced on September 20.

In the second session Mr. W. Mabane, M.A., will speak each week on economics, Mr. A. R. Richardson on business management and methods of business, Mr. M. F. D. Archibald on commercial law, and Mr. F. Bloomer, who is the publicity and sales-manager of The Leeds Fireclay Co., Ltd., on the principles and methods of advertising.

## I.S.M.A.—New Officers Elected

Mr. F. W. Goodenough was elected chairman for the ensuing year at the annual general meeting of the Incorporated Sales Managers' Association last Thursday. Mr. J. M. Beable, the past years' chairman, was elected President, and Messrs. Hopton Hadley, H. Pickup, and G. Bernard Thompson, vice-chairmen. Mr. Stanley F. Talbot was re-elected hon. secretary, and Mr. W. J. Gray-Ramsay, hon. treasurer. The new Council is composed of Messrs. John Ames, Leonard Broad, Gilbert H. Carr, G. A. J. Hopkins, Ernest W. Jones, W. J. Moore, Ernest Morison, P. J. Nash, H. S. Rounce, R. B. Stewart.

## Bradford—Appointment of Paid General Secretary Suggested

On account of the difficulty which is being experienced in finding a suitable successor to Mr. N. Thorpe Richardson as Honorary General Secretary of the Bradford Publicity Club, a proposal is on foot to appoint a non-member to the office, and to pay him a nominal salary for his services.

## Hull—Mr. Stuart A. Hirst Addresses Opening Meeting

Mr. Stuart A. Hirst, chairman of the Leeds Publicity Club, inaugurated the winter season for the Advertising Club of Hull at the Manchester Hotel on Tuesday, when he addressed a well-attended meeting on "The Club's Place in Community Advertising."

## Glasgow—Advertising Circle—New Group to be formed

Preliminary steps were taken at a meeting held in the Cadoro Restaurant, Glasgow, on Monday night for the formation of an advertising circle.

Mr. John MacKean, who presided over a crowded audience, stated that for some time there had existed a feeling among business men in the city that there should be an organisation under which people engaged in the advertising business, and others interested in the "buying of space," might meet from time to time to discuss matters of mutual interest.

Mr. Donald Howat outlined the course which might be adopted by the circle.

Mr. J. D. C. MacKay, who supported the proposal for the formation of the circle, pointed out that there was no suggestion that the new body should undertake the duties already covered by other organisations in Glasgow.

## PLANS FOR BOOSTING BIRMINGHAM—(Cont. from p. 391)

The Government were giving this matter attention, and prior to the Imperial Conference Mr. Amery would deliver an important speech in Birmingham in regard to our trade. Birmingham had been described as the city of a thousand trades, but the Chamber of Commerce had told him that there were at least 1,760 trades represented in the City. His colleague, Alderman Burman, M.P., had told him that there were 3,000 trades in the City.

Mr. Hickinbotham said he, too, had been greatly struck by the boldness of the scheme, and he wished it well. But he would like to throw out a note of warning. As one who knew the foreign trade of this City as well as most men, for he had sold goods in many parts of the world, he said that in spending £250,000 in foreign countries they would have to exercise the strictest care or the money would be wasted. "It is useless to advertise a British knife at 6d. if a German knife of practically the same value is put on the market for 5d. There was always a sentimental feeling in favour of British goods, and given the same value for money they would be bought, but a 10 per cent. margin in favour of the other man would knock us right out. Let not that point be forgotten."

Mr. R. M. Ruston said they owed a debt of gratitude to those who had produced such a magnificent report. He hoped the Birmingham Chamber of Commerce would be called in to help with it, for no one had done more for Birmingham trade than Mr. Charles Stanley, the manager of the British Industries Fair. He thought a good slogan for Australia would be "Buy from Birmingham, and Birmingham will buy from you."

Mr. S. D. Toon complimented the committee upon their report. But he thought they were a trifle too optimistic. He could not help thinking that far too much attention was being claimed for foreign trade, when they had a magnificent home trade to consider; this they often forgot. We were selling foreign articles when we wanted to be selling Birmingham goods. He knew one motor firm who were selling forty American cars for every ten British cars they disposed of. That need not be.

Mr. P. B. Adams, Chairman of the Retail Trade Section of the Birmingham Chamber of Commerce, suggested that their slogan should be "Birmingham Made, British Made, Best Made." He instanced the wonderful work the Scottish Woollen Manufacturers had done in the matter of getting buyers to pay a slightly higher price for real British goods, made not only of pure wool but of new wool.

The report was the outcome of the deliberations of a committee composed of Messrs. H. W. Eley, W. R. Hood, H. S. Booth, L. Thorneloe, A. H. Raiton and B. Butler.

# INDIA'S MOST INFLUENTIAL DAILY

SINCE 1821 "THE ENGLISHMAN" has enjoyed an unquestioned position in India. Its ever increasing circulation embraces wealthy Indians, The Services, Commerce and Trade. It penetrates up-country into the bungalows of those off the beaten track. This large circle of readers is kept in touch with British thought and things British, creating a splendid opportunity which those who consider themselves up-to-date should not miss.

Such FINE RESULTS have been achieved that many NATIONAL ADVERTISERS take space with unfailing regularity.

YOUR GOODS have an appeal to this class of reader, therefore "THE ENGLISHMAN" is the medium through which you will SUCCEED in India.

The Advertisement Manager will send all particulars to Agents or Manufacturers, or give any information to those interested in developing sales in one of Britain's wealthiest possessions.



# The Englishman

(CALCUTTA)

199 TEMPLE CHAMBERS  
LONDON . . . E.C. 4  
Telephone: CENTRAL 4983  
Telegrams: "Aboveboard," London

# ADVERTISE

IN

.. THE ..

## CHRISTIAN HERALD

**THE PAPER THAT  
STANDS IN A  
CLASS ALONE.**



**CIRCULATION - 250,000**  
COPIES WEEKLY.



**7,500** Cash Orders were  
received from two  
Small Advertisements  
costing £13 10s.

Convince yourself  
of the great pulling  
powers of its  
Advertising  
columns by taking  
space now.



SPECIMEN COPY and RATE  
CARD sent on application to  
Advertisement Manager—

**"CHRISTIAN HERALD,"**  
6, Tudor Street,  
London, E.C.4.

\*Phone: CITY 6531.

# The Girl Who was Honest

## Lord Beaverbrook on Salesmanship

**L**ORD BEAVERBROOK, after performing the opening ceremony at the Gravesend Gala Week last Friday, made some trenchant remarks on the art of salesmanship.

"As I was motoring here this afternoon I called at a shop and asked for a copy of Kipling's new book. There was a young woman in charge. She was most sympathetic, and told me, almost with tears of compassion, that she was so sorry, but she had not any of the cheaper edition of Kipling's book left. She had only the 7s. 6d. edition. If I had been a prudent buyer I would have been turned away. I would have gone to search for the cheaper edition elsewhere, although I had not been aware of the publication of such an edition at that moment.

"But I could not be put off. I bought the 7s. 6d. edition. I commend that young saleswoman's honesty, but I cannot say that her employer would commend her policy.

"Salesmanship dominates the art of the merchant. But the salesman was not always looked on with favour. The ancients believed that the salesman was a dishonest rogue. They argued that he buys for value. If he sells for profit he can only sell for more than value. The higher the profit the greater the total of dishonesty.

"Those views have long been dissipated. Real value now consists of the cost of production plus the cost of selling. Economy in selling costs is as necessary as economy in cost of production."

# A New Pears' Development

## Decorating a Whole Tube Escalator

**T**O Pears' Soap lies the credit of introducing a new era in advertising. They have undertaken, and carried out with the aid of the Carlton Studios, the complete decoration of the New Bond Street escalator tunnel.

In conversation with Mr. Powell Rees this week, we learnt the motive behind this innovation. It is the first time that anything of the kind has been attempted, and the initial difficulties of decorating effectively such an architecturally-awkward position as a sloping tunnel may easily be imagined.

The decoration was undertaken, and the permission of the Underground authorities obtained, mainly from the artistic point of view and the advertisement was a secondary consideration. This will be seen at once from the very small amount of advertising matter that appears in the whole tunnel. The idea was to show the public that Pears, far from disfiguring the country with their advertising, were, indeed, beautifying it. The result is that the unsightly walls of a somewhat cellar-like structure have been transformed into a sloping arcade of great artistic merit.

The conical sections which hide the overhead lights from the eyes of those descending the escalator have been used

for neatly-designed slogans referring to Golden Glory soap. At the top, one on each side of the escalator entrance, are panels, one worded:—

### THE PEARS' ESCALATOR.

The decoration of this escalator signalises the invention of Pears' Golden Glory, the most important discovery in soap-making since 1789, when the world-famous Pears' Transparent Soap was invented.

The other reads:

### GOLDEN GLORY. PEARS' NEW BEAUTY SECRET

The most famous beauties of the day use Golden Glory for their complexion's sake.

This is the only actual advertisement. On the sloping walls have been designed groups of figures, four on each side. They represent Youth, Joy and so on, and the art work does the greatest credit to the Carlton.

## THE VALUE OF BRANDING GOODS—(cont. from p. 389)

initiative, The Economic Association of Advertising Agents, an Association composed of such advertising firms as had been recognised by the Swedish Newspaper Owners' Association.

The result of the labour of the advertising men was a series of sixteen different advertisements, of which the first was of a general character. This was succeeded by three whose contents were addressed to the manufacturers, four to the middlemen and seven to the consumers. A general advertisement, with an appeal to all three groups—producers, middlemen and consumers—concluded the series.

In the summer of 1925 the campaign was started with a large size advertisement, about 12 inches across three columns, in the newspapers, and a trifle less in the periodicals. After these advertisements had been ap-

pearing for some time their size was reduced to two columns and a corresponding height. Some of the publications that were favourably inclined towards the campaign inserted the series not only once but several times in succession.

Not long after the commencement of this series of advertisements results began to make themselves felt, in the first instance from the direction of the manufacturers. A leading factory which produced packing material commenced advertising in the same style. This developed subsequently into advertising in conjunction with one of his customers who was manufacturing an article for general consumption that was put up in packing turned out by the first-mentioned.

It is obvious that the propaganda for proprietary articles has been effective.



*The most famous Authors and Artists of the  
day are all in*

# Nash's

## GREAT CHRISTMAS NUMBER

*This is no idle boast, as the  
following list will prove—*

A. E. W. MASON.

W. J. LOCKE

ANITA LOOS.

THE COUNTESS OF  
OXFORD & ASQUITH.

ROBERT HICHENS.

HUGH WALPOLE.

ST. JOHN ERVINE.

SIR WILLIAM ORPEN.

SIR PHILIP GIBBS.

LAURENCE BINYON.

MRS. BELLOC LOWNDES.

DENIS MACKAIL.

The Author of "ELIZABETH  
& HER GERMAN GARDEN."

H. M. BATEMAN.

AND OTHERS.

No discriminating reader will miss this special number. No advertiser can afford to be out of it. It is the ideal setting for your salesmanship-on-paper.

PRESS DATE

Final Pages

**OCT.**

**15th**

*Rates and Particulars:*

B. A. LING,

NASH'S MAGAZINE

153 Queen Victoria Street, E.C.4

*Northern Office:*

1 Princess St., MANCHESTER.

PUBLISHING

DATE

**NOV.**

**15th**

## To Advertising Agents

Established 1897

# E. PUNTER and SON,

Printers of:

Showcards, Booklets,  
Labels, Catalogues  
and General Commercial  
Stationery

We are not Advertising  
Agents

We carry out your  
designs for your cus-  
tomer by Letterpress,  
Lithographic or Litho  
Offset Processes, in  
strict confidence.

Our plant is at your  
service.

We shall welcome your  
enquiries for Commer-  
cial Letterpress Printing  
as well as for High-  
Class Colour Work on  
a Trade Basis.

Communicate with:

Mr. Harold Punter,  
E. PUNTER & SON,  
General Printers,

Langley Road, Luton, Beds.

'Phone: Luton 955

## Publication Notes and News

### Alteration of Address

The London offices of the *Yorkshire Evening Argus* and the *Textile Argus* are moving to more commodious premises at 80-81, Fleet Street. The telephone number will remain the same this week. Mr. J. C. Robson is in charge of the London End of the "Argus" publications.

### 170 Pages of Ads.

The *Draper's Record* last week published the special autumn number. With a special coloured cover, the paper contained 232 pages, including a 16-page photographic supplement of the autumn fashions. There were some 170 pages of advertisements.

### New "Morning Post" Series

Mr. Gilbert Frankau commenced the first of an interesting series of extracts from his records of an extensive observation tour in the States on Monday in the *Morning Post*. The extracts are being published under the title of "My Unsentimental Journey," and show America from a totally new angle.

### Literary Achievement

The *Referee* has just issued a folder in which it gives the names of authors, culled from the ranks of regular contributors, together with a selection of their books. The folder points out that readers who read the works of such well-known men are those to whom publishers should appeal in the advertisement columns.

### New Publishing Days

Commencing the first week in November, the publication dates of the *Hazaar*, *Exchange* and *Mart* will be brought forward one day. The Thursday issue, dated November 4, will then be published on Wednesday, November 3, and the Saturday issue dated November 6 will be published on Friday, November 5. Copy should be sent at least four days in advance.

### Fine Newspaper Propaganda

Three things stand out in the latest propaganda issued by Allied Newspapers, Ltd., for the *Daily Dispatch* and the *Sunday Chronicle*. First, there is the fact that the story is told in outline from a first rapid glance at the outside of the folder. Second, there are the novel ways in which the paper is folded, intriguing the curiosity and ensuring a full reading of the subsequent copy. And third, there is the very clever use of line colour illustration. A *Daily Dispatch* folder, printed in pale magenta and bronze brown, is entitled "Make contact where resistance is lowest." The illustration is of an electric plug, showing the sparks caused by contact. The folder opens to disclose the legend "A scheme to increase the use of electricity and domestic appliances in the great 10 million area." To open the folder once more is to find detailed in clear, crisp language, the story of a series of pages devoted to furthering the use of electrical appliances in the Manchester area.

For the *Sunday Chronicle*, *Daily Dispatch* and *Athletic News* the Motor Show provides excellent copy for another folder. On the outside is reproduced in grey a calendar for October. The days on which special show numbers of the papers are published are ringed in red. The paper is folded in such a way that the words, "N.B.—Make early reservation" on the third page of the folder are seen at the bottom of the first, adding to point to the calendar device.

### Juvenile Book Number

The *Newsagent Bookseller's Review* and *Stationers' Gazette* last week published its special juvenile book number. It carried some 40 pages of advertising, including a 16-page supplement of juvenile book advertisements.

### Show Creates Advertising

The *South Wales News* on September 14 contained a particularly interesting page of advertisements in anticipation of the Vale of Glamorgan Show held at Cowbridge on September 15. This was followed on the actual date of the event by a good show of further advertising by exhibitors, all of which was ably backed up by well-written editorial matter.



SATURDAY, SEPT. 12, 1936

12 PAGES 2D

## THE COLNE FISHERY OPENING

BURNHAM YACHT TRAGEDY: PHOTO

## COLCHESTER VICAR'S DECISION

FULL NEWS AND PICTURES

## FOOTBALL AND SPORT NOTES

## DEATH OF REV. F. WILLCOX



A new development in provincial  
papers' contents bills

### North Devon Speaks

Barnstaple Borough publicity has outshone itself in its latest effort, a 124-page guide book to the borough. The cover, produced by the Hellier-Denselow Studio, capitalises the chief attractions of the oldest borough in the Kingdom. It is called "The Gateway to Glorious North Devon," and a map of the surrounding country is shown on the cover, through an old-world drawbridge, while golf courses and places of interest are clearly marked.

### Increased Evening Paper

On September 17 the *South Wales Echo* again appeared as a 12-page (7-column) evening paper, owing to the great demand for advertising space, which amounted to 725 inches. On the following day, amongst other featured advertising, such as amusements, dogs, etc., the same paper contained 68½ inches of religious notices relating to Sunday services, the greater portion of which also appeared in the *South Wales News*.

### Advertisements that are Read

The handbook for the Dundee Empire Shopping Week, September 20-25, contains 128 pages. Over 90 pages of advertising are carried, a good piece of work by Mr. W. Stirling Draffen, the publicity convener. Among many competitions calculated to advertise the city's shops is one for selecting the best advertisement in the handbook, and another for detecting mis-spellings which have been purposely inserted in twelve advertisements.



# DON'T BUY POSTAGE STAMPS! PRINT YOUR OWN.

Sanctioned by H.M. Postmaster - General.

## A few Prominent Users

HOUGHTONS, LTD.  
BRITISH DRUG HOUSES, LTD.  
PIRELLI, LTD.  
VICKERS, LTD.  
J. J. MASTERS & CO., LTD.  
WESTERN UNION TELEGRAPH CO.  
ROYAL TYPEWRITERS, LTD.  
GRAMOPHONE CO. (HIS MASTER'S VOICE).  
KODAK, LTD.  
SPRATT'S PATENT FOOD, LTD.  
BRITISH OPTICAL ASSOCIATION.  
FAUDELS, LTD.  
LEGAL & GENERAL ASSURANCE CO.  
SOUTH METROPOLITAN GAS CO.  
TOWN HALL, MANCHESTER.  
THE TEMPLE PRESS, LTD.  
LONDON CO-OPERATIVE SOCIETY.  
CURZON BROS.  
GREAT WESTERN RAILWAY.  
DUNLOP, LTD.  
JOHN KNIGHT, LTD.  
OVERSEAS LEAGUE.  
J. HEYWOOD & SONS, LTD.  
LOTUS, LTD.  
GODFREY PHILLIPS, LTD.  
MACFARLANE, LANG & CO., LTD.  
TRIPLEX SAFETY GLASS CO., LTD.  
PERCY JONES (TWINLOCK), LTD.  
STEPHENSON, CLARKE & CO., LTD.  
SUN-RISE PRESERVING CO.  
J. TERRY & SONS.  
DENNISON WATCH CO.  
YORKSHIRE CONSERVATIVE NEWS-PAPERS, LTD.  
TOWN HALL, LEICESTER.  
SHELDONS, LTD.  
MCINTYRE, HOGG, MARSH & CO.  
EDUCATIONAL SUPPLY ASSN.  
AVON RUBBER CO.  
COSSOR, LTD.  
W. P. HARTLEY, LTD.  
CHRIS. THOMAS & BROS., LTD.  
EUROPEAN MOTION PICTURES, LTD.  
ROBERT SINCLAIR TOBACCO CO.  
CO-OPERATIVE PERM. BUILDING SOCIETY.  
DORMAN, LONG & CO.  
COOPER & CO.'S STORES, LTD.  
ANGUS WATSON & CO.  
THOMAS SKINNER & CO.  
BRADFORD DYERS' ASSOCIATION, LTD.  
J. DICKENSON & CO.  
KENDLE, MILNE (HARRODS), LTD.  
NICHOLSON (NEWCASTLE), LTD.  
"SPHERE & TATLER."  
BUTLER & TANNER.  
ELECTRIC LAW PRESS.  
PRATT & CO.  
LILLEY & SKINNER, LTD.  
W. & R. JACOB & CO. LTD.  
J. NATHAN & CO.

THE NEOPOST automatically prints your own stamps and in post-marking will print your advertisement.

The advertisements are changeable at will at negligible cost.

THE NEOPOST saves Labour, Book-keeping and Pilferage. It advertises its owner while it works.

THE NEOPOST will be supplied on terms to suit the purchaser.

Phone Franklin 6222 to-day, making an appointment for a demonstration in your own office without obligation

# NEOPOST LTD

Abbey House, Victoria Street, S.W.1

TELEPHONE . . . FRANKLIN 6222





Advertisers of "quality" products, appealing to men. Be sure to include The Outlook in your advertising schemes! It has a large subscription circulation. Its readers are drawn from the thinking and well-to-do classes. The advertising rates are modest—the value excellent. Further details—and interesting topics discussed in our House Organ—"The Outlooker"—free to you for the asking, from

L. Inder Hewitt,  
Advertisement Manager.

.....

'Phone: CENT. 3173.

**The Outlook**  
69, FLEET STREET, E.C.4.

# The Advertiser's Gazette

Legal, Financial, and Company Notes, and Reports of Interest to the Advertiser

## LEGAL NEWS

Before Mr. Registrar Dell, in the Mayor's and City of London Court, on September 15, a claim was made by the Dog World, Ltd., newspaper proprietors, 54 and 55, Fetter Lane, E.C., against Mr. Richard H. King, 80, Swingate Lane, Plumstead Common, for £2 10s. for advertisements inserted in the Christmas number of the plaintiff's newspaper. Mr. R. J. Dartnall, general manager of the plaintiff company, spoke to receiving the order from the defendant through one of their representatives. A proof was sent to the defendant with a letter dated December 1. The proof was not returned, and a letter was sent to the defendant asking for it. In reply the defendant wrote on December 9 stating that he did not wish the advertisement to appear in the Christmas annual, and if it was proceeded with it would be at the plaintiffs' risk and expense. The defendant was informed that it was too late to cancel his advertisement. The defendant said he never gave an order for an advertisement. The Registrar said he was of opinion that cancellation by December 9 was too late. Judgment was given for the plaintiffs for the amount claimed, an order being made for payment within 14 days.

## VOLUNTARY LIQUIDATIONS

[NOTE.—Voluntary liquidations, may in some instances, refer to companies in course of reconstruction.]

**Griffiths and Weller, Ltd.**—At an extraordinary general meeting of this company, held on September 2 at 3, Grosvenor Gardens, S.W. 1, a resolution was passed that the company could not by reason of its liabilities carry on business, that it be voluntarily wound up, and that Mr. Frank Davies, certified accountant, of 245, Kingsland Road, E. 2, be appointed liquidator.

**Silent Guides, Ltd.**—An extraordinary general meeting was held at the Station Hotel, Dumfries, on September 3, when it was decided to wind up the company voluntarily, because by reason of its liabilities it was unable to carry on business. Mr. Herbert Arthur Esden, C.A., 6, Bishopsgate, E.C. 2, was appointed liquidator. A meeting of creditors is appointed to be held at the offices of Davie Parsons and Co., chartered accountants, 6, Bishopsgate, E.C. 2, on Wednesday, September 29, at 12 noon. Creditors should send in their claims to the liquidator, Mr. H. A. Esden, on or before October 23.

**The Record Printing Co., Ltd.**—A general meeting of this company will be held on October 14, at 2.30 p.m. at the offices of Mr. Alfred Neill, the liquidator, 76, Kingsland High Street, E. 8, to receive the liquidator's report of the winding up.

**The North Eastern Newspapers, Ltd.**—At an extraordinary general meeting of this company held on August 24, and confirmed on September 8, at meetings held at 143-144, Fleet Street, E.C. 4, it was resolved to wind up the company voluntarily, and that Sir Frank Brown, and Mr. A. A. B. Walford, of Stockton-on-Tees, chartered accountants, be appointed joint liquidators. A second resolution was passed that the action of the directors in entering into an agreement dated August 10, 1926, between the company and Allied Northern Newspapers, being an

agreement for the sale and transfer of the whole of the undertaking and assets of the company, be approved. A meeting of creditors was held on September 23 at Finkle Chambers, Stockton-on-Tees, under section 188 of the Companies Consolidation Act.

## DISSOLUTION OF PARTNERSHIP

The partnership has been dissolved as and from September 10 of Richard de Laval Walker, and Harry Albert Finn, carrying on business as advertising agents and contractors at 60 and 61, Long Lane, E.C., under the style of the City Studio Co. All debts owing by the firm will be paid by Richard de Laval Walker, who will continue the business under the same style.

## RECEIVING ORDERS

**Edwards, William**, residing at 9, Richmond Terrace, and carrying on business at 9b, North Street, Exeter, sign writer and advertising contractor. Debtor's petition on September 13. Adjudged September 13.

## NEW COMPANIES

[Compiled for the ADVERTISER'S WEEKLY by the Information Bureau, Ltd., 140, Strand, W.C. 2.]

**Counties Publicity Company, Ltd.** (216,259).—Private company. Registered September 17. Capital, £500 in £1 shares. Objects: To carry on the business of general advertising agents and publishers of guides, directories and trade journals for the Midland, Eastern, Southern and South Western Counties and Channel Islands. The directors are: Mrs. Ida V. M. Blackman and H. J. Blackman. Registered office: Fulton House, Boundary Road, Wood Green, N. 22.

**Norfolk Direct Supply Company, Ltd.** (216,241).—Private company. Registered September 16. Capital £500 in £1 shares. Objects: To carry on the business of general commission or commercial agents, advertisement agents and contractors, etc. The directors are Mrs. E. S. Chalmers, Miss C. M. Chalmers and J. H. Morton. Registered office: 15A, Prince of Wales Road, Norwich.

**Phonodex, Ltd.** (216,244).—Private company. Registered September 16. Capital, £100 in £1 shares. Objects: To carry on business as manufacturers, distributors, selling agents for appliances for use with telephone installations or telephone equipments, to conduct advertising campaigns, etc. The directors are E. P. Giles and H. Q. Cregan. Registered Office:—10/12, Copthall Avenue, E.C. 2.

**London General and Economic Press, Ltd.** (216,200).—Private company. Registered September 14. Capital £7,000 in £1 shares. Objects: To acquire the business of Press agents carried on by L. J. Reid, G. C. Layton and R. C. Hopkins, and to carry on the business of a Press agency, proprietors and publishers of newspapers, journals, etc. The directors are L. J. Reid, G. C. Layton, R. C. Hopkins. Registered office: 3, Arundel Street, Strand, W.C. 2.

## "What Cheer?"

This is the very appropriate title of the house organ of J. Miles & Co., Ltd., London. It is a journal issued to promote good fellowship. It is full of bright sayings and helpful thoughts—humorous and serious. The printing of the magazine leaves nothing to be desired.

**CARLTON  
STUDIO**  
**new**  
**exhibition**  
**new! treatment**  
**new! layout**

Here at Carlton Studio we cater for the hungry advertisers, ever demanding something new, something different. We take the whole range of pictorial representation in our sweep—design, composition, drawing, treatment, colour; we ring the changes on them in an infinity of ways and give to our clients the distinctive note they seek, the note of newness, which in these hectic days is the hall mark of enterprise. Carlton House, Great Queen Street, Kingsway, London, W.C.2

**LOOK IN AT 'CARLTON'** **Oct 4<sup>th</sup>**

# 17 famous artists write this book

For the artist, the student, the buyer of Art work, and those interested in Art, this new work is crammed with information of real interest and practical value. It gives in one handy volume knowledge otherwise unobtainable—knowledge which can be translated into £ s d.



## Signed Confidences of Europe's Masters of Black and White Art

It is seldom that great men can be persuaded to talk about themselves. That is what has been done in the producing of *My Method*. No less than 17 Artists of International repute take us into their confidence and explain, not only how they produce their work, but how they successfully market it. *My Method* is a book for all who wish to improve their knowledge of technique, and add to their stock-in-trade those valuable hints and tips which otherwise take a life's experience to acquire.

### The Book

*My Method* consists of an introduction by the Editor, Fernand A. Marteau, and 17 chapters, each by famous European Black and White Artists, amongst whom are some of the most famous advertisement illustrators and poster artists. It is written and illustrated by the various Artists themselves, who by means of numerous roughs and finished drawings, demonstrate exactly how their work is produced from conception to completion.

Each of the following artists gives an apperçu (each covering 4 pages) of the manner in which he visualises and executes his work. GREAT BRITAIN: Arthur Ferrier; Edward S. Hynes; Harold Nelson; Norah Schlegel; G. E. Studdy. FRANCE: Georges Henri Hautot; Maurice Millière; Sem; René Vincent. GERMANY: Kurt Heiligenstaedt; Ludwig Hohlwein; Ludwig Kainer. BELGIUM: A. Massonet. ITALY: Fortunio Matania, R.I. SPAIN: Federico Ribas. CZECHO-SLOVAKIA: Emil Orlik. The book of 88 pages contains over 75 photos and illustrations, all of which are of great documentary value.

### How to Order

*My Method* is published in two different editions:—

The Artist's Edition (7/6)—under stout paper cover with artistic label—limited to 5,000 copies.

De Luxe Edition (21/-)—limited to 250 copies. Cover of antique leather, half-bound gilt, lettered in gold and printed on art paper. Each copy is numbered and personally signed by the Editor.

We can definitely state that within a short time, this limited stock will be exhausted. Waste no time in sending your order, as we can only deliver in strict rotation.

To give the greatest possible facility to all interested, we have decided to supply the book in two different ways:—(a) Against cheque or postal order, with a guarantee of money refunded if book is returned in good condition within 7 days of receipt, or—(b) Against a single order (no money) and promise to pay the postman on receipt.

The Publishers of *My Method*,  
75, Farringdon St., London, E.C.4

Date.....

Please send me a copy of *My Method* by the leading European Black & White Artists, the manner of payment being indicated by a "X."

ARTIST EDITION:—

☐ Payment Enclosed .. 7/6  
☐ I will pay the postman 8/-

"DE LUXE" EDITION:—

☐ Payment Enclosed .. 21/-  
☐ I will pay the postman 21/9

Name and Address  
(in block letters  
please)

## CURRENT ADVERTISING

Notes of New Business Going Out:  
New Advertising Now Appearing in  
the Press and on the Hoardings

S. H. Benson, Ltd., have been issuing series orders for the autumn programme of E.D.S.

C. F. Higham, Ltd., are now handling business for Gladys Cooper Toilet Preparations.

G. Street & Co., Ltd. (Serle Street), have been booking space for Ronuk Floor Polish.

Sells, Ltd., have extended general advertising for Lipton's.

London Press Exchange, Ltd., have taken over displays for Godfrey Phillips' Army Club Cigarettes and have been increasing for J. W. Benson, Ltd.

Advertising & Publicity, Ltd., have business in hand for Everitt Trousers Press.

Technical & General Agency, Ltd., are again placing for Wolseley Motor Cars.

Muller, Blatchly & Co., Ltd., have renewed for Abbott's Footwear and are booking space for Raphael Tuck.

Arthur Knight Co., Ltd., are handling newspaper displays for 3 in 1 Oil.

Osborne-Peacock Co., Ltd., have commenced placing for Alderton's Puff Paste, the Little Imp Gas Heater and for Venida.

John Haddon & Co. have been placing additional instructions for Imperial Tobacco Co. and for Allenburys.

J. H. Goring has business in hand for Viking Chocolates.

Fredk. E. Potter, Ltd., are renewing advertising for Gripset Comb.

S. Davis & Co. have commenced autumn scheme for Mazda Lamps.

Winter Thomas Co., Ltd., are again placing for Instant Postum.

T. B. Browne, Ltd., have been booking space for Stephenson's Floor Polish and for Nujol.

V. Pethick has business going out for Maggi Soups.

Alfred Pemberton, Ltd., are handling new programme for Clyno Cars.

Godbolds, Ltd., have been booking space for Armstrong Siddeley and Standard Motor Cars.

Erwin, Wasey & Co., Ltd., have new advertising in hand for Ford Motors.

Max Rittenberg is now placing business for Wallace-Attwood College.

Spottiswode, Dixon & Hunting, Ltd., have commenced the new season's campaign for Porage Oats.

Goldberg Advertising Agency, Ltd., have received instructions to place advertising for Johnnie Walker and "Aertex" in New Zealand, and Celanese in Australia and New Zealand.

Pool's Advertising Service are now handling for C. Bechstein Piano Co., Ltd., and extending for the Casement Manufacturing Co., Manchester.

F. A. H. Hales, Ltd., are placing a twelve months' campaign for Falcon Tiles, Ltd.

Last week we inadvertently referred to the Heritage Peters Advertising Agency, instead of the Heritage Peters Advertising Service, Ltd.

Basil Butler and Co. (Birmingham) have new appropriation in hand for Hillman Cars.

Dorland Agency, Ltd., are placing advertising in the trade Press for Ambroses, Ltd., and have placed for Castrol, Citroën, Hotel Cecil, and Pratts.

Cross-Courtenay, Ltd., are commencing the new season's appropriation for Royal Ediswan electric lamps and valves.



## We Hear—

THAT this week has seen a decided increase in the amount of advertising placed by the Stores and the drapery trade in general, not only in the London dailies but in the provinces as well; and—

THAT some of the newspapers have in this direction been making a show not unlike that associated with Sales time.

THAT it is some considerable period since the men in the Street have had such an interesting bit of gossip to retail to each other as the "Big Six" has given them for the past few days; and—

THAT it has been highly amusing to hear some of the comments made, and the guesses given as to who the purchasers will turn out to be.

THAT all the big names in the business have been freely mentioned by the surmisers who will, indeed, be surprised when they learn their nominees have nothing to do with the big deal.

THAT Mr. John Murray Gibbon, the Can. Pac's publicity chief, was entertained at luncheon at the Savoy last week by a number of old Press and publicity friends as a welcome back to these shores.

THAT advertising men are intrigued by the statement in the annual report of Beecham's Estates and Pills Co., Ltd., with its net profit of £165,044, that the directors "intend to place on the market a new preparation of great remedial value" and—

THAT some people conclude this means that the company will publicly associate its name with Tetmal, which it has been generally understood by those engaged in advertising has been tried out under the Beecham control, which has also lately been linked up with Codliver, a line first advertised last season.

THAT that old-time remedy, familiarly known as Congreve's, which for many generations past has been a winter line advertised from Coombe Lodge, Rye Lane, Peckham, S.E., has reappeared, headed the "Congreve Centenary Celebration"; surely a remarkable claim for a proprietary article enjoying present-day popularity.

THAT a number of advertising men intend visiting Margate next week to attend the Rotary Conference.

THAT the advertising managers in the motor trade are good-humouredly complaining of the numbers of callers they have now almost daily, and if only a portion of them can go away with orders in their pockets there are few complaints at the kindly nature of their reception.

THAT the proposed enlargement of the *Star*, which has been much talked about lately, will be given effect to on Monday, November 15.

THAT the drapery world was shaken to its foundations when the *Draper's Record* autumn number came out last week with a 16-page photogravure supplement bound in upside down.

THAT the late Mr. Thomas W. Garrett, governing director of the old-established firm of Messrs. Osborne, Garrett and Co., advertisers of the Kropp Razor, left £194,165.

THAT an experiment in co-operative advertising is being tried by a number of Irish woollen manufacturers, and that the business is in the hands of Kenny's Agency, Dublin.

THAT a winner of one of the recent matches of the Aldwych Club snooker handicaps met his Walton-loo at Hull the other evening.

THAT Mr. James Wright Brown, the popular proprietor of the *Editor and Publisher*, arrives at the Hotel Cecil on the evening of October 3, and will be in London till October 9.

THAT Mr. J. J. O'Leary, managing director of Cahill and Co., Ltd., Dublin, has a two-column article in the *Irish Independent*, describing his experiences of American business men and business enterprises.

THAT the Urban Council of Dun Laoghaire (Kingstown), have taken the progressive step of instituting a class in advertising and salesmanship at the local technical schools.

THAT that hardy annual, the Grocers' Exhibition, where advertised and yet to be advertised lines are on view, has drawn advertising men this week to the Royal Agricultural Hall at Islington.

THAT Mr. Louis Kaufman, of *Truth*, has been receiving the condolences of his numerous friends on the death of his mother.

THAT Sir Charles Wakefield has engaged the Connaught Rooms for a welcome home luncheon to Mr. Alan Cobham on his return from Australia.

THAT Mr. A. McLellan, of Messrs. Crossley and Co., Ltd., has been appointed hon. secretary of the Aldwych Club Golf Circle in succession to Mr. E. R. Roberts.

## SCARBOROUGH STANDARD.

London Office:

H. C. BLANCHARD,  
146, Fleet Street.  
Central 9972.

The Real  
Home Weekly  
for  
Scarborough.

## SERVICE for SALE

If YOU are interested in acquiring the services of the sales and advertising manager of a nationally advertised product of repute with experience of agency and newspaper advertising; 'copy' writing; preparation of booklets and other publicity matter; original ideas for sales promotion; practical experience of selling; energy; imagination; enthusiasm; who has engaged and controlled salesmen and office staff; who is well-educated, well-read, and of good social standing.

Write to Box 353, "Advertiser's Weekly,"  
65, Shoe Lane, London, E.C.4.

## WINDOW DISPLAY

The MODEL METHOD of ADVERTISING.

ALBRICO PAPIER MACHE MODELS

are a sure attraction and a great sales aid now adopted by many of the leading advertisers. When considering advertising schemes, write for suggestions and quotations.

ALBRICO CO. (Nottingham), LTD.,  
DAYBROOK, NOTTINGHAM.

THE BEST FREE GIFTS.

SOFT TOYS

Illustrated Catalogue on Request.

MANUFACTURERS, Est. 1914

THE TEDDY TOY CO.,

45, GOLDEN LANE, E.C.1.

# KEY A SPACE IN THE EMPIRE NEWS

*The Mail-Order Medium that pulls-and-pulls-and-pulls*

## LOCAL ADVERTISING—DIRECT RESULTS

# The Oxford Times

Direct results accrue from local advertising, which is directed in the proper way. Oxfordshire is a wealthy county which figures in all comprehensive advertising schemes. The *one* paper which covers Oxfordshire is the "OXFORD TIMES." Its circulation exceeds the total nett sales of all the other papers in the county. COVER OXFORDSHIRE THROUGH THE "OXFORD TIMES" Rates and Specimens, etc., from the Advertisement Manager,

**38, Queen Street, OXFORD.**

DIRECT RESULTS—LOCAL ADVERTISING

## Newspaper Proprietors

DESIRING A

**LONDON REPRESENTATIVE** should communicate with the Advertiser, who has a London experience of many years' standing. — Address: Box 349, Advertiser's Weekly, 66, Shoe Lane, E.C.4.

## To the Printing Buyer

Every quarter there is issued a booklet called "The Peck-a-Mite."

This booklet is written to help you. We believe it fulfils its mission because we have so many requests for it and so many commendations of it.

It is not a collection of "scissors and paste" articles, nor is it helped out with doubtful humour.

It has been published continuously for more than five years, and though extensive circulation is not one of our objects, its present circulation is more than double that of last year.

The Advertising Press and Advertising men both in this country and America give it the highest praise as an altogether unique house organ.

May it not, therefore, be of use to you? If you would like to see a specimen copy (no obligation) write on your business heading, and one will be sent you by return.

**COOPER & BUDD,**  
The Printers

McDERMOTT RD., S.E.15

## SAY IT NEW-WAYS

YES, PHOTOGRAPHICALLY

**LILYWHITE LTD.,**

of TRIANGLE, HALIFAX.

the Originators, can help you.

# ADVERTISING DESIGNS & COPY

*-that help to  
sell your goods*  
by

**HALCYON PUBLICITY LTD**  
WATERGATE HOUSE, ADELPHI, W.C.2

## We Hear—

THAT Mr. R. D. F. Paul, of the Temple Press, Ltd., was one of the prize-winners at the golfing competition the motor trade held at Huntercombe Course, beautifully situated between Henley and Oxford, which is the property of Mr. W. R. Morris, of Cowley.

THAT an interesting wedding took place at Beckenham last week uniting two families well known in advertising in the persons of Mr. Samuel Greig, second son of Mr. David Greig (of David Greig Stores), and Miss Winifred Robertson, daughter of Mr. Robert Robertson, of the Catford factory, where "Golden Shred" marmalade is made.

THAT a record number of ad. men golfers journeyed to Walton Heath on Wednesday to do battle for Lord Riddell's golf trophy, and that there were several "dark horses" in the party who had fond hopes of figuring among the prize-winners.

THAT Mr. Philip Emanuel was elected as President of the Regent Advertising Club at the annual general meeting, on Wednesday last, and Mr. H. G. Saward as Chairman, for the year now beginning.

THAT, in connection with the Empire Shopping Week which is now being held at Dundee, a very active and enthusiastic worker is Mr. G. H. Miller, who is a well-known local advertising expert.

THAT Messrs. Kegan Paul announce "Vulcan: Labour To-day and To-morrow," by Cecil Chisholm in their much-discussed "To-day and To-morrow" series.

THAT a new effort in advertising, which presumably comes from Norwich, has made its appearance on the tail boards of London "buses" where a double-crown sheet says: "Join the Mustard Club."

THAT another noted firm of national advertisers, the makers of St. Ivel Cheese, has taken to the hoardings with an attractive poster showing the familiar blue carton in effective colour setting.

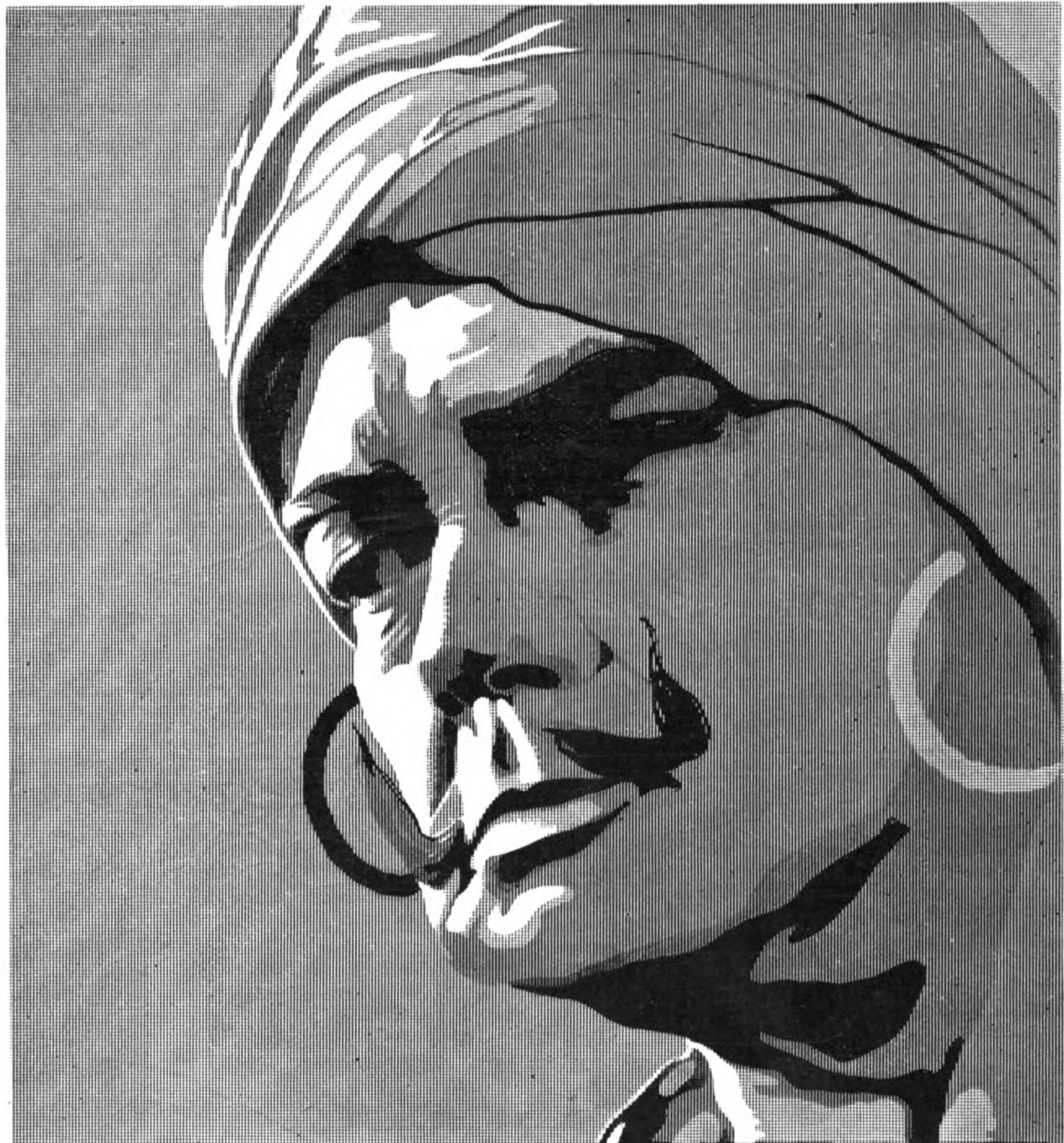
THAT one of the expected big boosts during the coming Motor Show period is likely to be the new £100 car put on the market as the British Ensign-Gillett, which is already getting preliminary publicity.

THAT the makers of the Ford are going to feature a motor exhibition on their own at the Holland Park Hall, where all the manufacturers of the British Ford factory will be on show.

THAT Mr. Ernest G. Tyler, who is well known in Fleet Street as a representative on the staff of Mr. Chas. E. Mander, was married at Epsom on Monday last (September 20) to Miss Miriam Simons, also on the advertisement staff of the Amalgamated Press.

Put **Ideas** in your campaign  
It sells in the home





## A CRASKE HALF-TONE NEWSPAPER BLOCK

5 EAST HARDING ST LONDON EC.4  
TELEPHONES CENTRAL 2602 3 LINES.

# What Lessons can We Learn from Leipzig ?

By Frederick E. Cook

*Mr. Cook, Director of Advertising of the "Yorkshire Evening News," and Hon. Secretary of the First British Advertising Convention at Harrogate, has just returned from a visit to the Leipzig Fair.*

**W**HATEVER attributes Leipzig may have, and they are legion, one that strikes the visitor most is that of civic pride. Everything is subordinated to the city's interests, and Fair Week is everybody's business. The comfort and consideration of visitors are a first thought. We were visiting the Advertising and Printing Exhibition when a striking example shone forth. The exhibit is very fittingly staged in the Arts and Crafts School which, in common with all such public buildings, is given over for the purposes of the Fair. The staff and students place themselves at the disposal of the Fair authorities to render service. The restaurant was controlled by a multi-lingual professor who made out our bill. This is an example which surely is worthy of emulation, and incidentally is a tip to members of our Publicity Clubs for civic service in times of municipal enterprise.

## Advertising Exhibit

But to the Advertising Exhibit, for that was the purpose of our visit to the building. Frankly, there was nothing to learn. From a Press point of view, there is a lot of water to flow under the bridge

before Germany need be taken seriously. An advertisement manager of a Leipzig paper claiming the largest provincial circulation in Germany told me he envied the enlightened outlook of the British advertiser, and the skilled lay-out and design of the advertisements carried in the English and American Press, but at present it was a long way beyond the German view of publicity, and much educational spade work would have to be done before Press advertising, as we know it, could be popular with the business man. At present the German business man favours black Press advertisements, and not too big, in our eyes crude. Lurid posters and electric signs, also what I might term adhesive tab advertising, are in great demand. For example, advertising a certain champagne by a small bottle-shaped label affixed as a seal to a theatre programme. In Germany I believe there is surely a great field for some of our clever service men!

## Where is Britain ?

Although the Great Fair is unquestionably the outstanding event of its kind in the world, there being more than 8,000 exhibitors and more than 10,000 at the Spring Fair, there were only 12 British firms! It is, I feel, a serious omission. The Fair is the greatest commercial rendezvous the world over, with representatives from all the great countries of the world, but Britain stands aloof, while

other countries come in in increasing numbers. It is my considered opinion that Britain cannot afford to pursue such a policy in this great centre of commercial exchange. The nations of the earth come there to buy; they should at least have the opportunity of seeing British products. It is to be hoped that this country will quickly realise the importance of exhibiting at a trade centre where over 200,000 visitors, most buyers, assemble.

## The Keynote

Organisation, as in every great scheme, is the foundation of the success of the Fair. Students of the arts can revel in a study of the beauty of the buildings and their contents. It is magnificently organised and every need of the visitor is anticipated. There is nothing temporary about the Fair. Costly and elaborate permanent buildings have been erected to house the various sections, and incidentally the directorate are prepared to reserve a very fine building for a British exhibit if it can be made representative. To those in a hurry, Leipzig by air is a proposition. Leaving in the morning one arrives at Leipzig shortly before six in the evening, but when time is not a burning question what is better than the luxury of the ocean liner, in my case the *Empress of Scotland*—from Southampton to Hamburg, the nearest port to the city of international trade?

## Developments at the L.S.P.

This year, a new class has been formed at the London School of Printing for newspaper printers, and a 2-reel rotary has been installed with casting equipment. The students in the letterpress machine room will have the benefit of a course of instruction on a vertical Miehle and a Kelly press.



# JOHN SWAIN & SON, LIMITED

## *Art Reproducers*

### BY ALL PROCESSES.

*Telephone:*  
Central, 9333  
*Five Lines.*

89-92 Shoe Lane,  
LONDON, E.C.4

*Telegrams:*  
*Isochromatic,*  
*London.*



# CLASSIFIED ADVERTISEMENTS

**Rate: One Shilling and Sixpence per line. The first line consists of 35 letters, remaining lines 39 letters. Punctuation marks and spaces each count as one letter. Minimum three lines. All advertisements must be prepaid, and should reach the Advertiser's Weekly, 66, Shoe Lane, London, E.C.4, not later than Tuesday for publication the same week.**

## Signs

**HARRIS THE SIGN KING.**—Striking Signs for striking times. Watch our jobs.—182a, Shirland Road, London, W. 9.

**RUSSELL SIGNS ARE ON RIGHT LINES.**—Good lettering. Original ideas. Attentive service.—20, Bride Lane, Fleet Street, E.C.4. (City 6083).

**LAILAW SIGNS.**—A dependable service. Modern productions that bring business.—163A, Strand, City 1093. Works, Harringay.

**SIGN ADVERTISING** is the cheapest and most effective form of Outdoor Publicity.—Pottage & Son, Ltd., The Sign Works, Castlegate, York.

**UNIVERSAL SIGNS, SINGLE-COPY POSTERS AND BANNERS** give absolute satisfaction. At your Service anywhere. Universal Poster Co., 229A, Camberwell Road, S.E.5. 'Phone: Hop 1793.

## Service

**LEARN TO WRITE ADVERTISEMENTS.**—Write for our free book, "Advertising as a Career," and our special £3 3s. bonus offer, to Dixon Institute of Advertising, Dept. 28, 195, Oxford Street, London.

**EMBOSSED OR CUTTERGRUSH SHOWCARDS** and Price Tickets. Maker wants work on commission or quotation.—Vanity Showcards Co., Burnley.

**LAY-OUTS AND ILLUSTRATIONS** for advertisers, in line and colour.—Palliser Studios, 1, Palliser Road, W.14. Tel.: Western 1227.

## OF NO INTEREST to you UNLESS

You are large users of Printed Matter, etc., then **YOU WILL SAVE MONEY** by appointing a competent buyer who is thoroughly conversant with up-to-date printing methods, blocks, paper, etc. Also holds London Chamber Commerce Certificate for Advertising and Russell Hart Diploma. **Box 350, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.**

## WITHOUT SALARY

Young fellow of good abilities, having fair knowledge of advertising theory, wants chance of practical experience, with agency of sound repute. No salary till efficient.

Write—"Coplandideas," c/o Advertiser's Weekly, 66, Shoe Lane, E.C.4.

## Service

**DO YOU CIRCULARISE?** Sales letters written by expert, 7s. 6d. Adverts. drawn up, 2s. 6d.—Cooper, 35, Alpe Street, Ipswich.

**VERSE—AD. COPYWRITING** by known Expert. Further orders desired, direct and trade. Well-known firm of Leicester outfitters received many congrats. on blotter containing my rhymed account of their juvenile dept.—State price payable.—A. G. Richards, Haynes Road, Leicester.

## Appointments Vacant

**REPRESENTATIVE.**—The directors of a quality magazine can offer a permanent post, with unusual opportunities, to a man with a proved record as a space seller. Founded as a quarterly, this magazine quickly became a bi-monthly. It is now to be a monthly. Sales are increasing rapidly. Demand for advertising space is very strong in certain definite directions already covered by a representative—guns, sporting equipment, estate appliances. What is wanted is a man who is known to West End houses who cater to gentlemen. He must be able to influence immediately business from Tailors, Travel Agents, Cigar Merchants, Motor Car Manufacturers, and from general advertisers who, although catering to wealthy sportsmen, are not directly sporting outfitters. The accepted applicant for this post will be placed in a position giving him considerable scope. Fullst possible information should be set out in the first letter, which will be treated as confidential. Letters should be addressed to the Managing Director, Box 337, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

**A CONGENIAL AND PROGRESSIVE POSITION** is open for a keen young advertising man with a big capacity for hard work. He must be able to bring new ideas to the writing of motor-car copy. He must be a cheerful and loyal worker. He must possess originality of thought and the ability and initiative to work without supervision on occasion. His education, disposition, literary talents and the extent of his experience in all creative departments will be taken into account. Send all information by letter at once, including salary required; also specimens, which will be returned promptly. All communications in complete confidence. Duties to commence seven days after appointment.—Box 352, "Advertiser's Weekly," 66, Shoe Lane, London, E.C.4.

## Offices to Let

**LARGE LIGHT STUDIO WING TO LET.** 32, Great Ormond Street, Southampton Row, W.C.1. Ground floor. Rooms 32 x 22 and 18 x 12. Self-contained.—Apply Clarkson, as above.

## Stories Wanted

**ADVERTISING FIRM** requires a number of advertisements written in story or narrative style of 800 to 1,000 words in length; £5 each will be paid for suitable stories on acceptance. Writers who feel they are able to produce short "story" advertisements are invited to communicate with "Advertiser," Box B.74, Gordon House, 75-79, Farringdon Street, London, E.C.4, when full particulars of the kind of stories required will be given.

## Appointments Required

**CAPABLE WOMAN** wants progressive position in Advertising or Mail Order Department. Used to supervision of staff, compiling catalogues, producing form letters and Press advertising. Commencing salary £250. Box 351, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

**ADVERTISEMENT MANAGER** (Diploma) experienced, with real initiative artistic and executive ability. Sound technical knowledge, able take full charge, free for responsible position. £350. or would work in advisory capacity with service for moderate retainer on yearly contract.—"Adman," c.o. Dixon's, 195, Oxford Street, W.1.

**FREE-LANCE ARTIST.**—Roughs, bodywork or finished work; commissions sought.—Box 354, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

**COMMERCIAL ARTIST,** des.lett., aerograph, wide experience advertising and publicity, knowledge processes. Could supervise.—Collins, 26, Park Crescent, Enfield.

**EMPLOYER WANTED,** by a competent lettering and Decorative Artist with extensive experience.—Hartog, 20, Grove Road, Mile End, E.

## Business Opportunity

**OPPORTUNITY OCCURS** for lady or gentleman with small capital to acquire managerial interest in Company shortly exploiting new Service of proved value to Agents, Publishers, and Advertisers. Big profits assured. Strictest investigation desired. Box 355, "Advertiser's Weekly," 66, Shoe Lane, E.C.4.

## Window Display

**WINDOW DISPLAY** Backgrounds, Showcards, etc. prepared under direction Mr. H. Ashford Down (late Selfridge Head Windowdresser).—Display Craft, Ltd., 59, New Oxford St. W.C.1. Museum 5857.

## Patents and Trade Marks

**INVENTIONS.**—Advice, Handbook and Consultations free.—King's Patent Agency, Ltd. (B. T. King, Regd. Patent Agent), 146A, Queen Victoria Street, London, E.C.4. 40 years' references.

## OVERSEAS VISITORS' LONDON GUIDE

(Including British Isles), 1927. There will be next year an even bigger influx of Overseas Visitors to this Country than ever. They will want to visit British STORES, HOTELS and THEATRES. Applications for space should be made without delay. Write to **FORSTER GROOM & CO., LTD.** (Advert. Dept.), Publishers, 24, Craven Street, W.C.2.

## To Firms Seeking Wealthy Markets

## "PINANG GAZETTE"

Oldest Daily in Malaya. STRAITS SETTLEMENTS **"LA RAZON"** BUENOS AYRES 150,000 daily

London Representatives:

**FREEMAN & CO., 3, Paternoster Row, E.C.4**

## Where to Buy Print

## WE PRINT IN MILLIONS

Catalogue Printing by latest methods. Modern Type Faces Despatch a speciality. **HUMPHREYS & CO., 74, White Horse St.,** : : Commercial Road, E.1. : : 'Phone: East 1298.

**CHEAPEST PRINTERS IN THE WORLD**

## The American College Market

Concentrated for nine months a year in over 600 college towns there are approximately 800,000 college students. We know what, when, and where these students buy their necessities and luxuries.

We are prepared to help the English manufacturers, having logical products, build up a profitable trade with the American college student.

The "Collegiate Salesman," listing all Student papers, sent on request.

**Collegiate Special Advertising Agency Inc.,** 503, 5th Avenue, New York City, N.Y.



TO INTRODUCE YOU a neat calling card is essential. With Carfax case cards there is no waste, every card clean and presentable, found and detached in a moment. Bound in booklets which slip into a leather case that adds the final touch.

Quotations for quantities and plate printing gladly sent.

**THE CARFAX CO., 91, Regent St., W.1**

**5/6**

PER 100 INCLUDING CASE.

## Overseas Advertising

Over 80 years' experience available to you for all branches of Indian and Colonial Advertising.

**D. J. KEYMER & Co., Ltd.,**

36-38, Whitefriars Street, E.C.4.

Telephones: Central 8877

Telegrams Remyek, London.

# Do YOU Want to Become the Local Publisher for a New National Advertising Medium?

**YOU can add £150 per edition to your net yearly income through becoming the Local Publisher and Agent of the**

## **National Local Traders AND HOUSEWIVES' DIARY**

The HOUSEWIVES' DIARY is an annual publication of national circulation, but with a separate edition for each town published locally by the local Concessionaire.

- This appointed local agent controls his own territory exclusively, publishes his own edition of the diary, and receives the total benefit of the whole revenue created in his area.
- He receives as well a *pro rata* share of the proceeds arising from national advertising secured entirely by the efforts of the Proprietary Company.
- And he pays only a nominal annual rental for his exclusive local concession.

The HOUSEWIVES' DIARY appeals to Local Traders as an advertising medium with a directness and strength which supersedes all other forms of Christmas gift advertising and New Year remembrances, thereby giving the Concessionaire a permanent profit-making proposition of the first order. The tabulation below gives a few of the favourable points for the local Concessionaire and for the Trader who advertises in the Diary.

In nearly 100 cities and towns, local advertising agents, newspaper proprietors, publishers or printers have secured appointments as Concessionaires with profitable results to themselves. There is nothing problematical about the HOUSEWIVES' DIARY—its success as a profit-maker has been proved. Over 90 per cent. of previous year Concessionaires have asked for more territory for the next year's Edition.

So if you are a local advertising agent, publisher, printer or newspaper proprietor, and wish to make this annual profit of £150 or more per edition, we urge you to write at once for details of this project. We will tell you how you can secure this local monopoly, how you share in the profits to be derived from national advertising while retaining all the profits secured locally, and finally how we will put into your hands the exact procedure to follow in securing the support of your local Traders. You can start with one edition, or if your district is large enough, you can publish several editions.

There are only a limited number of territories left unallotted; these must be assigned during the next fortnight. You can receive further particulars immediately by filling in and posting the coupon below now. Please do not delay, as all territories must be allotted by October 15.

Published by Slogan Press Ltd., Pontifex House, Shoe Lane, London, E.C.4

### What the HOUSEWIVES' DIARY means to you as Local Concessionaire.

1. The monopoly of an exclusive advertising medium.
2. The permanent yearly profit of at least £150 per Edition.
3. A share in the proceeds from National Advertising.
4. An advertising medium that will give him entree to the best local traders.
5. A connection that will bring in business in other directions.

### Why You Will Easily Secure the Support of Local Traders.

1. At an expenditure of from £6 to £10 the Trader gets more advertising than he ordinarily does for six times that figure.
2. He reaches 2,000 of the best Housewife Buyers in his town every day of the year.
3. He is the only and exclusive advertiser in his particular trade in the Diary.
4. He reaches not only his own best customers but upwards of 1,900 new possible customers.
5. He has a splendid and useful Christmas and New Year's gift for his customers—for which he himself pays nothing.
6. He has a permanent year-by-year interest in the Diary.

### Please Post This Without Delay

To the SLOGAN PRESS LTD.,  
Proprietors of the National Traders' and Housewives' Diary,

Pontifex House, Shoe Lane, London, E.C.4.  
Please send me full particulars of the "National Local Traders' and Housewives' Diary" and the plan by which the local concession is operated. It is understood this enquiry does not in any way obligate or commit me.

NAME .....

ADDRESS .....

LINE OF BUSINESS .....

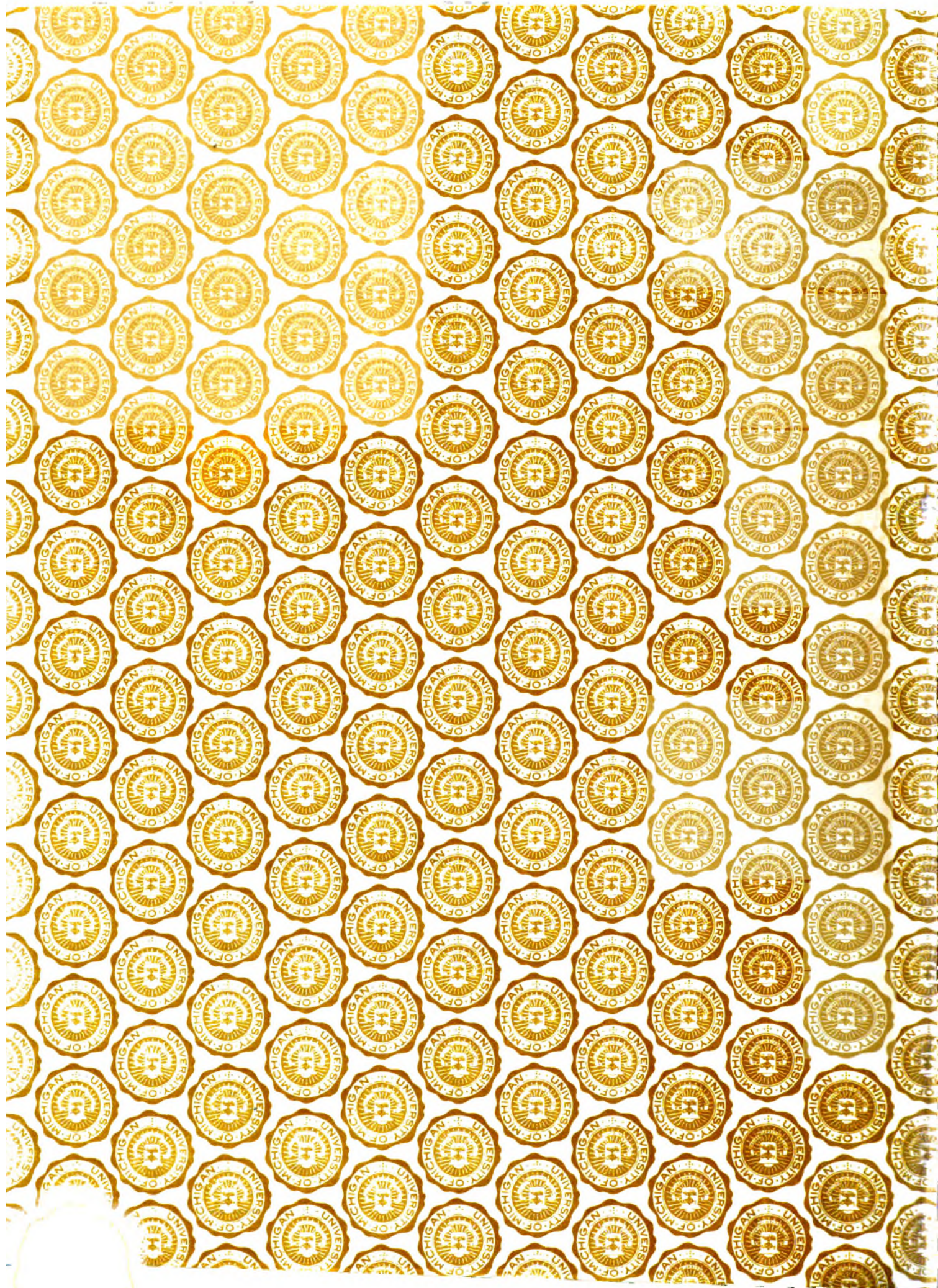
















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